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Globalization and interdependence: culture and sustainable development

Note by the Secretary-General

The Secretary-General hereby transmits the report on culture and sustainable development prepared by the United Nations Educational, Scientific and Cultural Organization.

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Culture and sustainable development

Report of the United Nations Educational, Scientific and Cultural Organization

Summary

The present report, prepared in consultation with all relevant stakeholders, describes the progress made in the implementation of General Assembly resolution 68/223. In response to the request of the Assembly in resolution 68/223, a call for contributions was sent to all Member States and to the 15 United Nations organizations working in the field of culture and development. The report refers to the position expressed by a coalition of more than 600 non-governmental organizations, which gathered 1,700 signatories from some 120 countries. As requested by the Assembly, the report also includes options for a consolidated United Nations approach on culture and sustainable development.

I. Introduction

1. The present report is submitted in accordance with General Assembly resolution 68/223 entitled "Culture and sustainable development", in which the Assembly requested the Secretary-General to submit to it, at its sixty-ninth session, a progress report on the implementation of the resolution, including options for a consolidated United Nations approach on culture and sustainable development. With this aim in mind, a letter was sent to all Member States and a call was widely disseminated to United Nations funds and programmes and the specialized agencies requesting the submission of all relevant information.

2. The report presents information on the progress made at the country and global levels in the implementation of the resolution as reported in the replies received from Member States, United Nations organizations and non-governmental organizations, including clear options stemming from those contributions on a consolidated United Nations approach on the role of culture for poverty eradication and sustainable development through inclusive economic and social development and environmental sustainability.

II. Culture for sustainable development

3. The evolution of the concept of development into a multi-faceted model has broadened the development paradigm and paved the way for the acknowledgment of the role of culture. Although the subject of culture was not included in the Millennium Development Goals adopted in 2000, country-level evidence and recognition at the global level have highlighted the role and contribution of culture to sustainable development efforts.

4. The need to better integrate culture into sustainable development strategies was acknowledged by the General Assembly in two consecutive resolutions in 2010 (65/166) and 2011 (66/208). The 2013 ministerial declaration of the high-level segment of the Economic and Social Council stated that: "culture is an essential component of sustainable development; represents a source of identity, innovation and creativity for the individual and community; and is an important factor in building social inclusion and eradicating poverty, providing for economic growth and ownership of development processes." (E/HLS/2013/1).

5. In November 2012, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Development Programme (UNDP) launched the *Creative Economy Report: 2013 Special Edition*, which provides additional evidence of the contribution of culture to sustainable development. The report thus builds on key data, such as the study carried out by the United Nations Conference on Trade and Development (UNCTAD), which highlighted the fact that world trade in creative goods and services totalled a record $624 billion in 2011, more than doubling since 2002, while growth in the export of creative goods from developing countries averaged 12 per cent annually over the same period. Furthermore, the report introduces the notion that the creative economy goes beyond classical economics to embrace a new paradigm of development that includes social and cultural dimensions.

6. Finalized in 2013, the joint programmes on culture and development that were financed by the UNDP/Spain Millennium Development Goals Achievement Fund,[1] involved 15 United Nations entities, and, with 1.5 million direct beneficiaries, provided tangible demonstration of the contribution of culture to the achievement of the Millennium Development Goals.

7. In its resolution 68/223, the General Assembly acknowledged the contribution of culture as both an enabler and driver of the economic, social and environmental dimensions of sustainable development.

8. Echoing this global trend, the United Nations Development Group (UNDG) decided to pursue an inclusive dialogue on the post-2015 development agenda by launching a second phase of global consultations on six themes, among which was the theme "Culture and development". National consultations on the theme have been organized in Bosnia and Herzegovina, Ecuador, Mali, Morocco and Serbia, and a global dialogue has been launched, including an online forum of exchanges with an international call for papers, which will all feed into the global synthesis report of the Secretary-General, which is to be issued by the end of 2014. The UNDG task team for culture and development, established in 2012, has continued to support a comprehensive assessment of the impact of culture on sustainable development and to inform milestone events and processes such as the post-2015 consultations.

9. As mandated by resolution 68/223, a special thematic debate on "Culture and sustainable development in the post-2015 development agenda" was convened at Headquarters in May 2014 by the President of the General Assembly, in partnership with UNESCO. Eighteen Government Ministers and high-level representatives of Member States,[2] the G-77 plus China and the European Union, as well as the Deputy Secretary-General of the United Nations, the Director-General of UNESCO, the Secretary-General of the World Tourism Organization, the President of the General Conference of UNESCO and the Chairperson of the Executive Board of UNESCO, highlighted the paramount importance of integrating culture into the post-2015 development agenda. The segment was complemented by a panel discussion that included the Executive Director of the United Nations Human Settlements Programme (UN-Habitat) and the participation of high-level representatives from the World Bank, the International Organization of la Francophonie and civil society, as well as the Special Rapporteur of the Human Rights Council in the field of cultural rights, who highlighted the power of culture for poverty eradication, quality education, human rights, gender equality, sustainable environmental management and more liveable and attractive cities.

10. In May 2014, the global campaign "#culture2015goal", a coalition of more than 600 non-governmental organizations working in the field of culture, published a declaration on the need to include explicit targets and indicators for culture in the sustainable development goals of the post-2015 development agenda. Gathering together 1,700 signatories from some 120 countries, the declaration calls for culture

[1] These programmes were implemented in Albania, Bosnia and Herzegovina, Cambodia, China, Costa Rica, Ecuador, Egypt, Ethiopia, Honduras, Mauritania, Morocco, Mozambique, Namibia, Nicaragua, Senegal, Turkey and Uruguay, and in the occupied Palestinian territories.

[2] Albania, Argentina, the Bahamas, Bolivia (Plurinational State of), Bosnia and Herzegovina, Brazil, Cabo Verde, Canada, Côte d'Ivoire, Cuba, Denmark, France, Greece, Haiti, Italy, Jamaica, Mali, Mauritania, Morocco, Paraguay, Peru, Qatar, the Republic of Korea, Serbia, Slovakia, Trinidad and Tobago, Turkey and Viet Nam.

to be placed at the heart of transformative change and highlights the contribution of culture to poverty eradication, education, sustainable cities and human settlements, peaceful and non-violent societies, equality, ecosystems, biodiversity and economic growth.

III. Progress in the implementation of resolution 68/223

11. In its resolution 68/223 on culture and sustainable development, the General Assembly invited all Member States, United Nations organizations and relevant stakeholders to increase their efforts to implement specific measures to enhance the role of culture. In the following section, the report addresses the implementation of the relevant paragraphs of the resolution.

A. Promoting cultural diversity through education and the media

12. Increasingly, the role of culture is being taken into account in educational strategies and programmes. Within the framework of its law on intercultural education (2011), Ecuador has developed innovative education programmes, including the teaching of traditional knowledge in higher education and bilingual education for indigenous communities to better prepare them for life in a multicultural society. The United Republic of Tanzania has included the cultural dimension in its primary and secondary school curricula in order to raise awareness of local cultural values, and in Bulgaria, Denmark, Hungary, Slovakia and Togo cultural education was a priority in recent cultural strategies. In the Philippines, the "Schools for Living Traditions" project, an informal educational initiative for the 110 ethno-linguistic groups in the country, addressing the loss of cultural traditions, has helped communities to create a source of livelihood and increased mutual understanding. France, Germany and Japan have promoted understanding of cultural diversity through "Education for Sustainable Development" programmes.

13. Increased attention is being paid to fostering creativity through education. For example: in Ghana, the national education strategy encourages creativity to prepare young people for today's economic and social challenges, Fostering openness to new solutions, inspiring imagination and strengthening readiness to face the unexpected are among the hallmarks of the educational system; the Congo is working with educational institutions to increase the capacities of individuals working in the cultural sector; and France considers the arts and cultural education as a priority in both formal and informal education since it guarantees better participation in social and civic life.

14. Culture and the arts have been supported to expand freedom of expression. Denmark, France, Norway, Sweden and Switzerland all see the role of culture, notably the arts, as a potentially strong agent for change, and see culture. itself as part of an integrated civil society, which can advance pluralism, openness and respect for human rights. Artists and cultural creators, as well as cultural institutions, as repositories for such artistic expression, receive support in order to encourage their role in fostering free expression and democratic societies.

B. Including culture in social and economic development policies and strategies

15. Although poverty has long been seen in economic terms, it is now recognized that it should not only be measured in terms of material deprivation, but also in terms of a lack of participation in decision-making or restricted access to civic, social and cultural life. Contributions to the present report highlight that culture can address both the economic and social dimensions of poverty, and Member States have integrated culture into social and economic development policies and strategies at all levels.

16. At the regional level, the richness of Africa's culture and its contribution to the world's cultural diversity stand among the four priorities of the New Partnership for Africa's Development (NEPAD). In January 2014, the Community of Latin American and Caribbean States (CELAC) paid special attention to culture through the adoption of its "Havana Declaration" and its "Special declaration on culture as a promoter of human development", both of which recognize that culture must be integrated into all relevant aspects of national development planning processes. The Council of the European Union, under the Presidency of Cyprus, highlighted the cross-cutting nature of culture and the need to mainstream it across sectors. In the context of the United Nations Conference on Sustainable Development, held in Rio de Janeiro in June 2012, culture and cultural diversity were promoted as key contributors to sustainable development. Ecuador has advanced the need to integrate culture into all development policies since it is essential for guaranteeing quality of life.

17. At the national level, in its 2010 constitution, Kenya fully recognized the country's cultural diversity and its important role for national unity, including. the promotion of linguistic diversity, the right to enjoy culture and the need for State support to promote cultural expression. Under the umbrella of its new constitution, Kenya is working to ensure that culture is mainstreamed throughout social, environmental and economic development policies. Togo has developed a cultural strategy and a 10-year strategy for the promotion of culture which highlight culture as a transversal element for development. It also included culture in its national strategy for accelerated growth and the promotion of employment, considering culture as one of the pillars for the country's development. In a similar fashion, Bulgaria, Canada (the government of the Province of Quebec), the Congo, the Czech Republic, Ecuador, France, Hungary and the United Republic of Tanzania have all integrated culture into development policies and strategies specifically based on the linkages between culture and sustainable development.

18. Increasingly, culture is being considered as part of development aid strategies. The Swedish framework for international aid underlines the need for dynamic and pluralistic societies, and confirms the culture sector — including cultural institutions — as important agents of change for democracy and freedom of expression. It points out the importance of national legislation for a successful safeguarding of cultural diversity, freedom of cultural expression and creation. Denmark's strategy, "The right to art and culture", based on its development cooperation strategy "The right to a better life", aims to combat poverty, strengthen democracy and build peace by promoting the universal realization of the right to enjoy culture and freedom of expression. The French cultural cooperation policy supports cultural diversity and sustainable development through capacity-building and exchanges, including through strengthening management capacities and

policies, the promotion of cultural expressions, the development of medium, small and micro-enterprises, the use of technology and skills transfer. Germany has included sociocultural factors in development strategies and programmes, and the Governments of Andorra, Monaco and Norway have increased their international cooperation activities in the field of culture.

19. An increasing number of Member States are gathering data on the culture sector, notably Georgia, Kenya and Togo. The integration of culture into policies has often been limited by the difficulty in developing comprehensive indicators to measure its direct and indirect impacts. Portugal has initiated a series of studies to identify the specific contributions of culture with regard to the competitiveness and internationalization of its economy, training and employment, territorial development and cohesion, as well as to identify which financial tools and investments are the most suitable. While promoting evidence-based policymaking and strengthening the links between culture, economy, education, research and innovation, the Council of the European Union favours work on cultural statistics. This includes the European Statistical System Network on Culture project, undertaken with Eurostat, which is aimed at improving statistical information on the contribution of culture through adjustments in national statistical systems. CELAC promotes the sharing and exchanging of methodologies that enable a quantitative and qualitative analysis of the real impact of culture on economic and social development.

20. Within the framework of the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO has developed culture for development indicators as an advocacy and policy tool to assess the multidimensional role of culture in development processes through facts and figures, informing policies and promoting the effective and efficient integration of culture into national development strategies. This set of indicators aims at generating new data and building capacities at the national level to strengthen national statistical and information systems on culture and development and to inform cultural policies for development, while enriching the first culture for development global database. By early 2014, new facts and figures were generated in 11 countries across all regions.

C. Enabling women and men to equally access, participate and contribute to cultural life

21. Targeted policies have been developed to ensure that women and men equally access, participate and contribute to cultural life. The United Nations Population Fund (UNFPA) works to ensure that cultural approaches to development increasingly take changes in social and behavioural dynamics into account. The involvement of men is considered fundamental to enabling change, promoting equality and human rights, fighting gender-based violence and promoting sexual and reproductive health. Programmes also engage men and boys on issues related to gender equality, and religious leaders have been mobilized to advocate an improved response to violence against women and girls. The 2014 UNESCO report on gender equality, heritage and creativity examines the intersection of gender equality and access, contributions and participation in heritage and creativity, while gathering research, statistics and case studies in the field of culture, development and gender equality. With a view of ensuring equal access and participation in cultural life,

France and Togo are applying an integrated approach to gender equality, which includes targeted efforts in the culture sector. Special attention is paid to the inclusion of women in cultural projects, as film directors for instance, and diverse other initiatives have enhanced gender equality in the audiovisual sector.

D. Developing a dynamic cultural and creative sector

22. Culture is a powerful resource for poverty eradication, taking into account that the cultural and creative industries are among the most rapidly expanding economic sectors in both industrialized and developing economies. According to the World Bank, culture will help to reduce the percentage of people living on less than $1.25 a day to 3 per cent by 2030. According to the *Creative Economy Report: 2013 Special Edition*, almost 5 per cent of the gross domestic product (GDP) of Ecuador, 5.7 per cent of the GDP of Bosnia and Herzegovina, 3.4 per cent of the GDP of Colombia and 1.5 per cent of the GDP of Cambodia and Ghana come from private and formal cultural activities. At the core of the creative economy, the cultural and creative industries (audiovisual sector, new media, performing arts, publishing and visual arts) generate a broad range of employment opportunities. In Argentina, some 300,000 people are employed in creative jobs, representing 3.5 per cent of GDP. In Morocco, employment in the publishing and printing sector represents 1.8 per cent of the labour force, with a turnover of more than $370 million.

23. Due to the strategic importance of the cultural and creative industries, many strategies have been developed and efforts undertaken to promote their role. Burkina Faso's 2015 Accelerated Growth and Sustainable Development Strategy' identifies the cultural and creative industries as a key priority for sustainable development and growth, which resulted in the creation of a special support programme and a directorate for the promotion of cultural and creative industries. Brazil and Brunei Darussalam have created training centres for arts and crafts as drivers for social inclusion, urban revitalization and job creation. China is also placing strong emphasis on culture as a pillar of its development strategy, and the creative industries are considered at the highest political level as a major component in the next chapter of China's rise. In 2013, the Republic of Korea focused policies around the creative economy and cultural enrichment as two engines for the next phase of its economic expansion, based on the belief that creativity will be the basis of development and growth for the rest of the century.

24. The cultural and creative industries are considered as pathways leading to the diversification and expansion of national economies. Many developing economies are challenged by their dependence on primary production, a resource-based sector and a narrow export base, which makes them vulnerable. To address this, Ghana aims to diversify and expand its economy by developing traditional crafts and products that can create a niche market and generate employment, and it also hopes to develop a continental market for its cultural goods. In Mauritius, the national strategy also focuses on creativity for economic growth and diversification. The United Nations Industrial Development Organization (UNIDO) is supporting the creation of a dynamic creative industry sector to generate jobs by recognizing the role of culture in industrial development, innovation and opportunity-driven entrepreneurship. The development of creative assets is an emerging sector in developing countries, and UNIDO is promoting a policy framework for creative industries to build the capacity of entrepreneurs and business service providers. The

World Intellectual Property Organization (WIPO) provides assistance to the creative sector by implementing a methodological tool that provides data on the benefits that copyrights bring to society. According to analyses conducted in 42 countries, the contribution of the creative sector to GDP stands at an average of 5.18 per cent, while the employment generated by this sector is 5.35 per cent, confirming the role of the sector as an important driver in terms of job creation and economic growth.

25. Being one of the most resilient economic sectors, there is increasing agreement that investing in culture is essential for a dynamic economy. The *Creative Economy Report: 2013 Special Edition* highlights that a lack of infrastructure adversely affects the expansion of the creative industries. Investment in culture remains a key necessity, which is often neglected in times of economic downturn. Many countries, however, have realized that, in times of economic difficulties, the culture sector holds great potential. In this spirit, Canada's economic action plan included culture-based investments, and increased funding for culture and the arts, because its Government believes that it is essential for the economy and for quality of life.

26. In the current era of globalization, innovation has become key to ensure the competitiveness of the economy. Mongolia organized a series of forums with a view to increasing the competitiveness of the cultural industries through efficient production and innovation, based on unique cultural features. A similar approach, combining a focus on traditions and national branding with increased quality and productivity of the creative sector, can also be found in other Member States, including Bulgaria, Ecuador, Georgia, Kuwait, Mauritius and the United Republic of Tanzania. Slovakia is working to strengthen the linkages between the culture sector and digital technologies to ensure the sector's economic relevance. Canada is creating an enabling environment in which creators and cultural entrepreneurs can establish the basis for an innovative and competitive contemporary culture sector by actively exploring the opportunities offered by new technologies, taking full advantage of their benefits and providing the population with access to cultural products, while respecting the rights of their creators.

E. Actively supporting the emergence of local markets for cultural goods and services

27. There has been increased support for the emergence of local markets for cultural goods and services and the facilitation of legal access to them. UNIDO has responded to requests from Bhutan, China, Egypt, Ethiopia, Nicaragua, Morocco, Pakistan and Peru to enhance capacities in the development of traditional cultural products and services, which require creativity and innovation, with the aim of increasing access to local and international markets. Burkina Faso is preparing decrees to better regulate the cultural goods and services sector, including exports. Denmark, France and the United Republic of Tanzania have enhanced legal access of cultural goods and services to local and international markets. In the United Republic of Tanzania this has resulted in a considerable increase of both production and consumption.

28. Cultural tourism remains one of the strongest sectors of the cultural economy, with over one billion people travelling last year. The World Tourism Organization has signed a cooperation agreement with UNESCO, including an agreement on the Silk Roads Project, which seeks to increase the benefits of sustainable tourism

through cooperation among 31 countries with a shared historic heritage. Cultural itineraries in Andorra were developed as part of the Council of Europe's efforts to promote cross-border cultural routes. Other countries reporting efforts to strengthen the cultural tourism sector, notably through cultural institutions, include Bulgaria, which increased the visibility of museums and movable heritage, including a focus on "forgotten personalities", and Georgia, which promoted cultural tourism by allocating significant resources for museum development. Ecuador increased the economic potential of tourism through increased capacity-building and by establishing dedicated local shops, promoting community-based tourism and setting quality and technical standards for tourism providers.

F. Preserving traditional knowledge and practices of environmental management

29. Traditional knowledge and local environmental management practices are important for ensuring environmental sustainability. CELAC has recognized the central role of indigenous peoples and local communities in economic, social and environmental development, emphasizing the importance of traditional agricultural practices associated with the right of indigenous communities the use of their own resources. CELAC also focused on local practices for integrated management and access to water for irrigation. Canada established agreements supporting the efforts of aboriginal groups to manage their environment and provided assistance to preserve their cultures, heritage and indigenous languages as living components of contemporary society. Ecuador and Japan also recognize traditional knowledge and management systems for natural areas, and Ecuador recently organized an international symposium, which focused on linkages between traditional knowledge and development, and the role of traditional knowledge for sustaining multicultural States.

30. Traditional knowledge and expressions have been protected as intellectual property. In 2009, WIPO decided that its Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore should negotiate the effective protection of genetic resources, traditional knowledge and traditional cultural expressions. Technical assistance and awareness-raising initiatives continued to protect and promote traditional knowledge, expressions and cultural heritage. In the context of its Committee on Development and Intellectual Property and its Standing Committee on Copyright and Related Rights, WIPO also targeted legislative and practical measures enhancing access to culture, information, and educational material, for example in Burkina Faso, Kenya and Senegal.

31. Culture can enhance the resilience of communities in terms of sustainable farming and food security, combatting ecological challenges and biodiversity loss and for disaster risk reduction. A broad range of risks affect local communities, and climate change increases their frequency and their impact on the lives of the poorest and most vulnerable. To increase local resilience and to address increasing pressures on natural resources, the Food and Agriculture Organization of the United Nations (FAO) has continued to build on traditional knowledge and to include indigenous communities in promoting sustainable agriculture practices. FAO focuses on outstanding land-use systems, which are rich in biodiversity, to help communities with their needs and aspirations for food security and sustainable development, and aims to safeguard their livelihoods, agricultural and associated biodiversity,

landscapes, knowledge systems and cultures. In a similar vein, FAO has developed a rights-based approach to address the complex biological, cultural and spiritual perspectives and experiences of some communities.

G. Promoting global awareness of the linkages between cultural and biological diversity

32. The close relationship between cultural and biological diversity is expressed in Ghana's approach to the use of traditional methods to protect water resources, wetlands and river basins. In Japan, the national biodiversity strategy includes a specific target to promote the use of traditional knowledge related to the conservation and sustainable use of biodiversity. In 2013, the government of the Province of Quebec, Canada, adopted guidelines on biodiversity, which recognize the importance of traditional knowledge and local practices. CELAC emphasizes the importance of traditional agricultural practices, associated with the preservation of biodiversity, including through the recovery and production of native seeds. France promotes an integrated approach for the protection of its ecosystems through its regional nature parks, in particular support for the revitalization of traditional agricultural practices.

H. Protection and preservation of cultural heritage and cultural property: the fight against illicit trafficking in cultural property and the return of cultural property, recognizing the importance of intellectual property rights

33. International cultural conventions have continued to assist Member States in protecting and safeguarding heritage in all its forms. Safeguarding cultural heritage is a challenge everywhere, and has different implications from one country to another, depending on social and economic factors.

34. The UNESCO Convention on the Protection of the World Cultural and Natural Heritage (1972) is one of the most universally supported international treaties, with 191 States parties. Building on the event for the fortieth anniversary of its adoption, on the theme "World Heritage and Sustainable Development: the Role of Local Communities in the Management of UNESCO Designated Sites" (November 2012, Japan), the convention has been emphasizing a holistic view of world heritage, linking it to the role of local communities in its management and protection, issues of ecosystem sustainability, and the maintenance of biological, linguistic and cultural diversity. The UNESCO recommendation on the Historic Urban Landscape integrates the cultural, social, environmental, economic and political components into innovative urban conservation policies. Since its adoption in 2011, it has allowed for the improvement of the state of conservation of urban sites inscribed on the World Heritage List (within which they are the most represented sites category) and provided specific guidelines in view of potential new inscriptions.

35. The UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (2003), already ratified by 160 countries, has put in place a global capacity-building strategy to assist States parties in creating institutional and professional environments favourable to the sustainable safeguarding of intangible cultural heritage. More than 60 countries have benefitted from comprehensive multi-

year projects, helping them to better integrate intangible cultural heritage into their development policies. On the occasion of the tenth anniversary of the Convention, at the Chengdu International Conference on Intangible Cultural Heritage, held in China in June 2013, more than 300 experts from some 50 countries adopted recommendations calling upon the international community to renew its commitment to the Convention's fundamental premise that intangible cultural heritage is a guarantee of sustainable development.

36. The implementation of these conventions illustrates the intrinsic relationship between heritage and development and that the active involvement of local communities is an essential prerequisite for its safeguarding.

37. There are continuing efforts to address cultural heritage at risk because of illicit trafficking, including through emergency interventions. The UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970) and the International Institute for the Unification of Private Law (UNIDROIT) Convention on Stolen or Illegally Exported Cultural Objects (1995) represent key mechanisms in the fight against illicit traffic of cultural property. On these bases, emergency interventions have been undertaken, for example in Egypt, Mali and the Syrian Arab Republic, when cultural heritage came under threat of illicit export or trade. UNESCO has also issued international trafficking alerts and further developed regional and national capacities. The United Nations Office on Drugs and Crime (UNODC) has worked on raising awareness about trafficking of cultural property and in strengthening the crime prevention and criminal justice responses. UNODC convened an open-ended intergovernmental expert meeting on protection against trafficking in cultural property, which finalized guidelines for crime prevention and criminal justice responses. In 2014, the World Tourism Organization, UNESCO and UNODC jointly launched a global campaign to raise awareness among tourists of the crime of trafficking in cultural artefacts.

I. Develop innovative mechanisms of financing for culture

38. Innovative mechanisms of financing and investing in the culture sector are being developed to further enhance the vitality of the sector and harness its full potential for contributing to sustainable development. According to several Member States, culture has long been underfunded and new approaches are needed. Increased focus on public-private partnerships has thus been fostered, including in Benin, France and Kuwait.

39. Under French law, 1 per cent of the costs of public works are to be invested in public art as a means of enhancing public acceptance of new buildings. France has also established innovative financing mechanisms to support environmental sustainability and combat climate change, including solidarity taxes on air tickets and financial transactions. Such mechanisms could serve as models to finance the safeguarding and promotion of culture, notably the safeguarding of natural heritage, traditional knowledge and biodiversity. Portugal has developed a strategy on culture and economic development, including studies on the creation of financial instruments and on the role of culture in the internationalization of the Portuguese economy. Slovakia is implementing innovative financing approaches through an audiovisual fund — a specialized, independent public institution.

J. Mobilizing culture as a vehicle for tolerance, understanding, peace and reconciliation

40. Heritage sites have continued to suffer considerable damage, and many of them have been or continue to be used for military purposes, their destruction affecting people over the long term, undermining a collective sense of identity and social cohesion and weakening efforts for reconciliation and peace. The sixtieth anniversary of the Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict and its First Protocol (1954) has drawn attention to attacks on cultural heritage, most recently in Libya, Mali and the Syrian Arab Republic. UNESCO is assisting governments to safeguard their important heritage, for example in Mali, where heritage and cultural expressions in the north were deliberately attacked, mausoleums and tombs were destroyed and damaged and more than 4,200 manuscripts were burned. An estimated 90 per cent of over 300,000 manuscripts in the Timbuktu region were saved through their urgent relocation, although concerns about illicit trafficking in the area remain high. Recognizing the key role of culture in addressing the root causes of conflicts, in April 2013, the Security Council adopted resolution 2100 (2013), and included "support for cultural preservation" in the mandate of the United Nations Multidimensional Integrated Stabilization Mission in Mali (MINUSMA).

41. Culture continues to be mobilized as a vehicle to foster tolerance, mutual understanding, peace, reconciliation and reconstruction. In commemoration of the centenary of the First World War, France has been working to promote heritage and archives as a dynamic means of transmitting knowledge to younger generations and of promoting a culture of peace. Interventions supported by Denmark in conflict-affected areas include projects enabling young people to channel their energy into arts and creative activities, support for art and cultural events for traumatized populations trying to re-establish their lives and the creation of cultural meeting places for exchange and dialogue as an alternative to the political arena. In Kenya, traditional institutions such as community council of elders are being mobilized for reconciliation efforts. In the Democratic Republic of the Congo, the Institut National des Arts has continued promoting a culture of peace by organizing a variety of cultural events, and the same is being done in Togo. Sustained government commitment to the arts and culture in Canada helped strengthen communities by bringing people together through art and cultural experiences. In the face of a natural disaster, culture can play an important role in helping communities to deal with the impact of events. After recent natural disasters, such as Typhoon Haiyan, which affected the Philippines in 2013, or following the Haitian earthquake of 2010, affected populations used theatre, dance and music both as mediums of expression and as ways to overcome the trauma of those events.

42. As a bridge-builder, culture plays a strong role in diplomacy and strengthening international relations, and Member States reported on the increasingly strong role of culture in promoting their countries abroad: Mauritius organizes cultural exchange programmes, which provide for exchanges of artists and cultural professionals to help enhance mutual understanding and promote cultural diversity and human rights; Kuwait builds on its cultural heritage to promote the identity of the country through its diplomatic missions; Georgia cooperates with foreign institutions to promote its national culture and organizes Georgian culture days abroad; and Japan has developed a "Cool Japan" policy as its national strategy to

transmit Japanese culture abroad, with a view to attracting greater numbers of foreign visitors.

IV. Options for a consolidated United Nations approach on culture and sustainable development

43. In its resolution 68/223, the General Assembly requested the Secretary-General to present options for a consolidated United Nations approach on culture and sustainable development. The contributions received confirm the link between culture and the economic, social and environmental dimensions of sustainable development, and provide details on how to integrate culture into sustainable development activities. It should be noted that, as stated by Ecuador and France, culture is a basic component of society, a vital bridge that ensures a connection and a balance between the three pillars of sustainable development. Finland also stressed the overarching role of culture in enhancing the effectiveness of development policies by strengthening stakeholder ownership and contributing to sustainable outcomes.

44. As highlighted in the General Assembly debate, held in New York on 5 May 2014 by the European Union, the Group of 77 and China and the Group of Friends on Culture and Development, a coalition of some 30 countries from all regions chaired by Peru, culture and the diversity of cultural expression should be fully taken into account in future development goals and targets as culture is a pivotal factor for the success and sustainability of development interventions to address global development challenges through its role in economic growth, social cohesion, quality education, environmental sustainability, sustainable cities and inclusive and resilient societies. The Ohrid Regional Strategy for Cultural Cooperation in South-East Europe, adopted in June 2014 by the Ministers of Culture of the countries of South-East Europe, echoes these views.

45. The declaration adopted by the Summit of Heads of State and Government of the Group of 77 and China on the occasion of the fiftieth anniversary of the Group, held in June 2014 in the Plurinational State of Bolivia, recommended that the role of culture be fully taken into account to achieve sustainable development as "development is a comprehensive economic, social, cultural and political process".

A. Culture and inclusive economic development

46. Cultural and creative industries should be part of economic growth strategies. Due to their strategic economic importance, and because they require relatively low capital investment and open opportunities to the most vulnerable, Member States such as Brunei Darussalam, Burkina Faso, Canada, China and the Republic of Korea have recognized the importance of making the cultural and creative sectors a key part of their economic growth strategies.

47. Promoting culture and creativity encourages economic innovation, according to France, while at the same time rapid industrialization may put traditional skills and heritage at risk, as was highlighted by Kazakhstan. Ecuador, Mongolia and Slovakia mentioned that strong branding and creativity are essential for a competitive and resilient economy. Culture is a source of creativity and innovation,

and the arts and cultural education contribute significantly to increasing creative thinking skills, as reflected by the Congo and Ghana. Culture creates new ways of looking at society's challenges and development trends. It is a testing ground for new opportunities and a space for developing new solutions, which is particularly relevant in complex economic times and rapidly changing technological environments.

48. Access for cultural goods and services to local and international markets should be further enhanced. This would increase the economic contribution of the culture sector while strengthening its role in reducing inequalities, as emphasized by Norway. In addition, experience in a broad range of Member States has shown that grants and support to artists and creators contribute to a stronger market for cultural goods and services and to more balanced local access.

49. Sustainably managed cultural tourism should be pursued to contribute to inclusive growth. Member States, such as Ecuador and France, agreed that cultural tourism helps reduce poverty, create jobs and generate income for local communities, particularly youth and women. Furthermore, it can drive the economy by allowing destinations to become more competitive, raise their international profiles and create linkages to local activities, including crafts. The rapid and continued expansion of cultural tourism reinforces the critical need to manage it in a sustainable manner, and for an active cooperation between the culture and tourism sectors.

50. To reach their full potential, culture and creativity need investment. Culture is an essential foundation for the healthy functioning of society. In times of crisis, culture is often seen as not essential. However, culture is not only a consumer of funds but also a creator of economic value, with a high return on investment. For this reason, Member States such as Canada consider it essential to connect the economic and cultural environments so that the strength of the economy nourishes the culture sector and its full economic potential can be harnessed. Pakistan calls for greater international cooperation in the field of culture, and France and Slovakia among others, put forward the need for effective synergies between public and private investment for the sustainable financing of culture, including cultural institutions, cultural heritage, and cultural and creative industries.

51. The impact of culture should be better quantified to enhance culture's relevance in development policies. CELAC and Member States, including Benin, Georgia, Kenya, Portugal, Pakistan and Togo, emphasized the importance of gathering quantitative data on culture to inform development policies. A continuous mapping exercise to obtain the necessary information about the cultural and creative economy and its specific sectors was highly recommended.

B. Culture and inclusive social development

52. The sustainability of cities should be guaranteed in the economic, social, environmental and cultural dimensions. With 70 per cent of the world's population expected to live in cities by 2030, sustainable urbanization is a main development challenge. Within the framework of its national strategy for ecological transition, France promotes an interministerial approach to enhancing the role of culture for sustainable urbanization by fostering architectural quality, increased reuse of historic buildings, investment in public art and the training of cultural professionals

on the use of public spaces. Such culture-led redevelopment can help preserve the social fabric, improve economic returns and increase competitiveness, stimulating a diversity of intangible cultural practices and creative expressions.

53. Cultural heritage and cultural and creative industries should form a strategic asset for local development, and promoting the regeneration of historic downtowns and the conservation and adaptive reuse of their cultural heritage assets can improve the liveability of urban areas, as highlighted by Norway. Kazakhstan highlighted the importance of cultural values for sustainable living environments. Cultural and creative industries can also contribute to sustainable urban transition, which allows for the participation of local communities in urban planning. According to the Danish strategy, growing urbanization and poverty eradication efforts have led to an expanding urban middle class, which forms a new group of cultural consumers looking for cultural activities and for job opportunities in creative industries. At the same time, growing demand allows culture to play a stronger role in fostering social cohesion and in the ongoing reformulation of cultural identity within multicultural urban environments. For Tunisia, development priorities focus on supporting cultural public spaces and libraries in order to promote access to culture for all, thereby enhancing social cohesion.

54. Education strategies and programmes that are adapted to cultural contexts and take into account cultural diversity are more likely to be effective in providing quality education and fostering cohesive societies. Culture can play an important role in building confidence and dialogue among multicultural communities. As mentioned in the replies received from Ecuador, Hungary, the Philippines, Oman, Slovakia and the United Republic of Tanzania, education must aim to develop cultural literacy, including by increasing the understanding of local history and equipping young people with the skills to live in a multicultural society. This can be done through "Education for Sustainable Development" programmes, as in France, Germany and Japan. Strategies advanced by Denmark and Togo emphasized the need for education and capacity-building in the culture sector, and Hungary included cultural institutions and the development of information and communications technologies to enhance the role of culture for non-formal and informal learning. It was widely recognized that the way in which people learn, acquire and transmit knowledge is closely linked to their geographical, historical and linguistic backgrounds.

55. For culture to fully contribute to equitable societies, equal access and participation of both men and women must be ensured. Culture can play an important role in promoting gender equality and empowering women. As highlighted by France and Togo, targeted policies should be developed to ensure that there is equality between women and men in access, participation and contribution to cultural life. For example, this can be done by ensuring that development strategies increasingly integrate cultural dimensions in order to challenge and transform gender norms and relations that slow progress towards gender equality.

56. Cultural practitioners and institutions can play an important role in advancing freedom of expression and enhanced governance. As highlighted by France, culture is an important factor in establishing the rule of law. Denmark considers that culture and the arts can be drivers for dialogue, can provide a free space for discussion and the articulation of difficult issues, and that, through the arts, people can address and

resolve their feelings on taboo subjects. Norway, Sweden and Switzerland emphasized that artistic expression and cultural activities effectively contribute to the putting into practice of the right to freedom of expression and to peaceful assembly, where these are challenged. Artists are among the most vibrant, engaged and outspoken stakeholders in society, and their role as critics is often under pressure, because their inspiration is drawn from social issues, drawing attention to challenges and inadequacies. Using metaphors or symbolic means of expression, artists have a unique way to change perceptions. They should be supported in their role as catalysts of social change, contributing to the fight against exclusion and inequality, imagining new ways into the future and restoring hope. Hungary places a particular focus on the role of theatre, which allows for direct confrontation with important social questions. A number of Member States mentioned the importance of cultural institutions as platforms for artists, which should be used as civic spaces for dialogue and social inclusion, helping to reduce violence and increase cohesion.

57. Guaranteeing cultural rights is crucial for forging inclusive and equitable societies, and an effective, people-centred approach to development as prioritized by Ecuador and Switzerland and in the global campaign "#culture2015goal". The Czech Republic focuses on the importance of culture for social integration as well as for the personal development of socially excluded citizens. Cultural rights, namely the rights to freely participate in cultural life, are recognized as fundamental human rights that are indispensable to people's dignity and freedom. Hungary and Norway highlighted the importance of equal access to culture and to participation in cultural life, by eliminating inequalities originating from geographic and sociocultural disadvantages.

58. A strong, free cultural sector is a force for social change, and it plays a central role in nation-building and democratic development. Sweden and Norway highlighted that violations of political rights are often connected to violations of cultural rights, such as the right to speak one's language, as well as being able to express one's cultural identity and the right to the cultural identity one identifies with. The right to practice culture freely and without fear of discrimination or persecution is essential to the development of a democratic society. Benin, France, Kenya, Slovakia and a number of other contributors specifically identified linguistic diversity as an important element in preserving identity.

59. Cultural heritage, as the collective memory of a community, is key to the building of inclusive societies and it should be further enhanced. Contact between the contemporary world and the past is a fundamental factor for the healthy development of societies. Slovakia has highlighted the necessity not only to preserve the past, but also to ensure that it is meaningful for the present: the systematic safeguarding and accessibility of cultural heritage is as important as its presentation in a relevant manner, with the appropriate connection to the contemporary environment.

60. Culture-related programmes can help foster reconciliation and reconstruction, reinforce resilience and build peace by promoting dialogue and diversity of expressions, as raised by the global campaign "#culture2015goal". While acknowledging that cultural diversity often plays a role in conflict, Member States such as France and Ghana stressed the importance of integrating culture in conflict resolution in order to bring lasting solutions. Cultural diversity and heritage are key elements in reconciliation and peacebuilding processes and allow for the recreation

of social links in post-crisis and post-disaster situations. As highlighted by Member States, cultural activities and artistic expression make it possible to start healing the scars of the past and restoring a sense of normalcy and identity. In conflict situations, effective conflict resolution methods often derive from cultural norms and practices. Culture and the arts are repeatedly called upon for trauma relief in both post-conflict and disaster settings, as could was seen in Haiti in 2010 and in the Philippines in 2013.

61. The role of culture should be enhanced as an important tool of diplomacy because of its role in building bridges and bringing communities closer together. Numerous Member States, such as Kuwait, Mauritius, Oman, Slovakia and Togo, referred to the use of culture as a means to help achieve their political and economic objectives abroad. In a globalized world, intercultural exchanges contribute to better understanding among communities and nations and help to eliminate fear of the unknown, promoting respect and tolerance. Promoting cultural pluralism through cultural exchanges with other countries enhances mutual understanding among countries and promotes respect for cultural diversity and universal human rights.

C. Culture and environmental sustainability

62. Cultural diversity should be protected as a prerequisite for sustainable development. According to Ecuador, cultural diversity is intrinsically linked to biodiversity and the cyclical rhythms of nature, from food to medicine, from management systems to festivals, directly linking the concept that communities have of development to their natural environment. Member States such as the Czech Republic, Mauritius and Norway confirmed that protecting cultural diversity, including biodiversity, has become a key concern amid accelerating globalization. States are not only responsible for protecting cultural rights, they also play an essential role for safeguarding cultural diversity, which includes providing favourable conditions for cultural expression and creativity, and for access to and participation in cultural life. In its response, Germany specifically referred to the inclusion of the safeguarding of cultural diversity and the promotion of cultural development in the principle of sustainability for development.

63. As mentioned by Switzerland, traditional knowledge systems provide valuable insights and tools for tackling ecological challenges and ensuring disaster risk reduction. For this reason, and in order to protect and restore ecosystems and halt biodiversity loss, CELAC and Member States such as Ecuador, Japan and Ghana confirmed that traditional knowledge should be valued and the participation of indigenous communities in decision-making enhanced. Benin stressed the importance of intergenerational dialogue for the transferring of traditional knowledge and skills and that traditional practices and the sustainable use of biological diversity should be fully recognized for a lasting environmental sustainability. Cultures thrive within and can be identified by their ecological and geographical habitats: aspects of the natural environment feature in beliefs, folktales and rituals all over the world. It is essential to recognize our responsibility to safeguard and transfer knowledge to the next generations.

64. Indigenous peoples should play an essential role in the preservation and sustainable use of biological diversity. Following the example of the government of the Province of Quebec, Canada, the adoption of measures to safeguard and recover

the traditional knowledge and wisdom of indigenous peoples should be supported, while their individual and collective rights to such knowledge should be protected. As highlighted by CELAC, it is vital to recognize the indigenous and traditional systems of land tenure and the right of indigenous communities to access to water for irrigation. Supporting the capacity of indigenous communities to manage their environment according to their culture, including aspects of their traditional knowledge, can contribute to environmental sustainability and greater resilience.

V. Conclusions

65. **The implementation of resolution 68/223 has been pursued at the country level by numerous Member States, United Nations organizations and non-governmental organizations. Important steps have been taken to build on culture as an enabler and a driver of sustainable development within the framework of inclusive economic and social development and environmental sustainability.**

66. **Culture is an enabler, because programmes and strategies relying on cultural heritage and the cultural and creative industries support the concept that there is no "one-size-fits-all" model by incorporating the local context, which, in turn, significantly enhances aid effectiveness. Culture is intrinsically reflected in people's ways of life — the different values, norms, knowledge, skills, individual and collective beliefs that guide individual and collective action. As sustainable development clearly calls for increased ownership and a more people-centred approach, culture should feature at the core of development strategies.**

67. **Culture is a driver, because culture is also a sector in its own right. Through tangible and intangible heritage, the cultural and creative industries and various forms of artistic expression, culture is a powerful contributor to inclusive social and economic development and environmental protection.**

68. **Regarding the possible options for a consolidated United Nations approach on culture and sustainable development, the following should be highlighted:**

(a) **Culture is a proven asset for localizing development approaches and addressing people's need. Integrating culture in development strategies and policies at all levels leads to increased ownership and to more effective and sustainable development outcomes;**

(b) **The cultural and creative industries, sustainable cultural tourism and the safeguarding of cultural heritage are powerful drivers for poverty reduction, sustainable economic growth and employment;**

(c) **Education strategies should aim to develop cultural literacy, including an understanding of cultural heritage, and to equip young people with the skills to live in multicultural societies;**

(d) **A vibrant cultural life, the quality of historic urban environments and the safeguarding of intangible heritage are key for achieving sustainable cities. Culture-led redevelopment of urban areas and public spaces helps preserve the social fabric, attracts investment and improves economic returns;**

(e) **The safeguarding of traditional knowledge and skills is key to environmental sustainability;**

(f) **As part of fundamental human rights, cultural rights are indispensable to people's dignity and freedom;**

(g) **Access to and participation in cultural life of all individuals and communities can greatly improve social cohesion and help build peaceful societies.**

69. **In a forward-looking perspective, contributions to the present report confirmed that, building on the lessons learned from the Millennium Development Goals, the international community should be looking for development strategies that foster effective, transformative change and that rely on culture. In this context, and based on the language of the General Assembly in its resolution 68/223, that "Member States, intergovernmental bodies, organizations of the United Nations system, relevant non-governmental organizations and all other relevant stakeholders give due consideration to culture and sustainable development in the elaboration of the post-2015 development agenda", Member States may wish to fully integrate culture, through cultural heritage and the cultural and creative industries, within the framework of the future system of goals, targets and indicators.**

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Information and communication technologies for development

Communication for development programmes in the United Nations system

Note by the Secretary-General

The Secretary-General hereby transmits the report of the Director-General of the United Nations Educational, Scientific and Cultural Organization, submitted in accordance with General Assembly resolution 50/130.

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Report of the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of General Assembly resolution 50/130

Summary

In its resolution 50/130, the General Assembly recognized the important role of communication for development programmes in the United Nations system to enhance the transparency of system-wide coordination, and emphasized the need further to facilitate inter-agency cooperation to maximize the impact of the development programmes. The present report provides an analysis of the multiple platforms that currently exist to strengthen the sharing of experience and the elaboration of joint activities among United Nations system organizations and within United Nations country teams. Policy coherence, capacity-building and monitoring and evaluation may demonstrate the core value of sustainable communication in any development intervention.

I. Introduction

1. The present report is prepared by the United Nations Educational, Scientific and Cultural Organization (UNESCO), with inputs from other United Nations system agencies, including FAO, UNICEF, UNIDO and WHO. It is submitted pursuant to General Assembly resolution 50/130, in which the Assembly recognized the important role of communication for development programmes in the United Nations system, and the need further to facilitate inter-agency cooperation and to maximize the impact of the development programmes.

2. In its resolution 51/172, the General Assembly stressed, among other things, the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns, and participate in the decisions that relate to their development.

3. UNESCO recognizes the paradigm shift as regards citizen's involvement in new media, which enables increased interaction and engagement in public debates, as well as accelerated information flow between and among wide ranging populations. This includes issues concerning the safety of journalists, media workers and social media producers who generate significant journalistic content. In particular, the Internet and other digital platforms become increasingly valuable in enabling freedom of expression and media pluralism, and make a contribution to the development goals of the post-2015 sustainable development agenda.

4. Also in resolution 51/172, the General Assembly, recognized the relevance for concerned actors, policymakers and decision makers to attribute increased importance to communication for development and encouraged its integration as a component of development projects and programmes.

5. UNESCO coordinates the biennial United Nations Inter-Agency Round Table on Communication for Development, which is hosted by a chair on a revolving and voluntary basis. The Thirteenth Round Table is being organized by FAO, from 15 to 17 September 2014 in Rome.

II. Communication for development in the current United Nations context

6. The principles of communication for development in the United Nations context are pro-poor, people-centred and equity-focused. They significantly support the value of citizen participation, the voice of citizens and enabling environments, all of which are essential in democratic governance and which have contributed to relevant actions related to the internationally agreed development goals, including the Millennium Development Goals.

7. According to the report *World Trends in Freedom of Expression and Media Development*,[1] traditional economic and organizational structures in the news media, legal and regulatory frameworks, journalism practices and media consumption and production habits have been impacted by technology.

[1] UNESCO, *World Trends in Freedom of Expression and Media Development*, (Paris, 2014).

8. The United Nations Group on the Information Society endorses that information and communications technologies (ICTs) provide a platform to better integrate and accelerate delivery on all three pillars of sustainable development — economic growth, social inclusion and environmental sustainability. While ICTs should be fully recognized as tools that can help to empower people and enable wider exercise of human rights, it is also necessary to consider that ICTs by themselves cannot guarantee the achievement of development goals. Among others, an enabling media environment and other media and communication channels are critical to ensure that the potential of ICTs can be fully harnessed in favour of sustainable development.

9. The statement of the first World Summit on the Information Society ten-year review[2] underlined that knowledge societies should seek to promote freedom of expression and life-long learning, and recognize indigenous and traditional knowledge, and cultural diversity.

10. An enabling environment for free, independent and pluralistic media is the cornerstone for people-centred, democratic and sustainable development. As media actors old and new introduce the use of applications or online services to shape public opinion and policy, it is important to support policy frameworks that guarantee inclusive and non-discriminating approaches in order to: facilitate the implementation of international standards on freedom of expression; underline and stress increased accountability; promote participation and empowerment of citizens; advance the commitment towards the safety of journalists; accord community and public service media presence on all digital platforms; promote gender equality and mainstreaming in all forms of media, and facilitate media and information literacy for all.

11. Communication has always been a strategic tool for WHO in its efforts to improve people's health. The WHO Constitution, written in 1946, states that "informed opinion and active cooperation on the part of the public are of the utmost importance in the improvement of the health of the people".

12. WHO, as in the case of other agencies, engages with wide-ranging stakeholders (individuals, communities, health workers, policymakers, governments, and civil society) and uses a variety of terms to describe its engagement: health promotion, health education, social mobilization, communications for behaviour change, risk communications and translational communication. These approaches have adapted to new forms of communications channels over the past six decades. The goal is to use the medium that is most appropriate to the context and those best suited for communications through engagement and dialogue. These range from face-to-face dialogue through local radio to the latest social media platforms.

13. In all cases, the approach of WHO to communication for development uses public health research and evidence to inform communication.[3] Dialogue with communities and individuals, listening to people's perceptions, beliefs and fears;

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[2] UNESCO, *Towards Knowledge Societies for Peace and Sustainable Development: First WSIS+10 Review Event* (Paris, 2013).

[3] Adapted from FAO, International Labour Organization (ILO), Joint United Nations Programme on HIV/AIDS (UNAIDS), UNICEF, the United Nations Development Programme (UNDP), UNESCO and WHO "Communication for development — strengthening the effectiveness of the United Nations"; (UNDP, 2011).

strengthening the capacity of countries and of ownership to communicate health issues and risks to health effectively; and communicating transparently so that people can take informed decisions to protect themselves and their loved ones is all part of the strategy. This approach is evident in many WHO initiatives and achievements during the current period.

14. UNICEF and FAO maintain their track record as leaders in communication for development. UNICEF has an extensive, trained field resource network and places greater emphasis on the use of innovative approaches. This is inspired by a programme implementation strategy that integrates communication for development throughout the planning cycle based on technical standards, norms and capacity. UNICEF is also supporting capacity enhancement of governments and civil society actors within the areas of its mandate. FAO focuses on enhancing the communication for development capacities of partner institutions, communication networks and practitioners supporting knowledge-sharing, cooperation and networking, and promoting rural communication services for agricultural and rural development.

15. The new strategic framework of FAO has introduced the Office for Partnerships, Advocacy and Capacity Development to allow more focus on cross-disciplinary teamwork and greater impact through external partnerships. The priorities are focused on the implementation of communication for development and advocacy, strategies in support of FAO strategic objectives, regional initiatives and country programmes through direct advice; as well as servicing decentralized offices with guidelines and tools that facilitate partnerships across regions. FAO continues to support member countries in developing communication for development approaches, research and extension capacities, communication centres and networks, development programmes and institutions, non-governmental organizations (NGOs), farmers and indigenous people's organizations. This support, delivered through major global and regional programmes, including the Communication for Sustainable Development Initiative and Food Security through the Commercialization of Agriculture, also provided direct technical assistance to member countries in Africa, Asia and Latin America and the Caribbean.

16. UNICEF has also always used communication as a strategic tool. It defines communication for development as "a systematic, planned and evidence-based process to promote positive and measurable changes in individual behaviour and social and political processes, as an integral part of development programmes and humanitarian work". It uses research and consultation to promote human rights and equity, mobilize leadership, enable citizen participation, build community resilience, influence norms and attitudes and support the behaviours of those who have an impact on the well-being of children, their families and communities, especially the most marginalized or hard-to-reach. The communication for development function within UNICEF is distinct from its communications/external relations function.

17. Over the past two years, UNICEF shifted focus towards increased programmatic support and engagement at the global, regional and country levels, and a greater emphasis on the use of innovative approaches in communication for development. The strategic focus includes: (a) mapping of priority areas; (b) identification of entry points; and (c) joint planning and implementation with regional and country-level counterparts. The main areas of technical support include (a) capacity development of government and civil society partners; (b) strengthening

the research, monitoring and evaluation components of communication for development; and (c) support to regional and subregional programmatic priorities (i.e., maternal and child health, violence against children).

18. Strengthening the role of communication for development across programmes remains a high priority for UNICEF. During the next four years, there will be an increased emphasis on capacity development through a two-tier approach. First, strengthening the capacity of counterparts — government and civil society — through a systemic, long-term approach that is critical to ensuring sustainable interventions and results. Secondly, through UNICEF-supported field interventions that will continue to emphasize the empowerment of local communities, families and children for increased social accountability of duty-bearers.

19. Identifying entry points to integrate communication for development in national plans and strengthening institutional commitment to communication for development for accelerated results in line with the Millennium Development Goals and international development goals has been the focus of United Nations system organizations since the Tenth Round Table on Communication for Development, hosted by UNESCO in Addis Ababa in 2010.

20. Independent measures have been taken by respective organizations in accordance with their specific mandates.[3] Some achievements have been obtained as a result of the focused approach applied by the respective United Nations system agencies, including through country teams that have honed into priorities of a given context. Details are provided in the section III below.

21. UNESCO advanced its work to facilitate effective media systems at the country level and to increase pluralism. A number of platforms and tools have been created to increase United Nations inter-agency collaboration through a more targeted and focused approach that is bearing concrete results. This indicates that the advocacy work of the Inter-Agency Round Tables on Communication for Development has been positive and has inspired stakeholders to plan and design independent mechanisms, including the United Nations Plan of Action on the Safety of Journalists and the Issue of Impunity. Developments related to the role of UNESCO in catalysing the Global Alliance of Partnerships on Media and Information Literacy, as well as the Global Alliance on Gender and Media, are signalling the need to build partnerships that are specific, time-bound, benchmarked and results-oriented.

22. Furthermore, the UNESCO International Programme for the Development of Communication launched the Knowledge-Driven Media Development initiative in March 2013, the aim of which includes producing research-based outputs on the correlations between free, independent and pluralistic media and sustainable development, taking into account the evolving post-2015 development agenda.

23. In its resolution 68/163 on the safety of journalists and the issue of impunity, the General Assembly welcomed the United Nations Plan of Action on the Safety of Journalists and the Issue of Impunity, which is led by UNESCO and which complements a series of related activities undertaken by the Permanent Mission of Greece to the United Nations during the past three years. The adoption of the resolution constitutes a significant recent step towards ensuring the safe and unimpeded exercise of journalism and highlights the urgent need to combat impunity of crimes against press representatives. In addition, in the resolution, the

Assembly declared November 2 as the International Day to End Impunity for Crimes against Journalists.

24. UNICEF has implemented knowledge-sharing on communication for development and humanitarian action in West and Central Africa (with regard to the polio, cholera and measles response) and in South Sudan and Liberia (with regard to peacebuilding and reconciliation). It has provided technical support to Cambodia, Lao People's Democratic Republic, Mongolia, Republic of Korea, Timor-Leste and Viet Nam (on national communication plans, prevention and control of pneumonia and diarrhoea). In line with the twenty-fifth anniversary of the Convention on the Rights of the Child, the formulation of national guidelines on the implementation of adolescent-friendly health services in Brazil was informed by children as in the case of a policy for indigenous people, which was mobilized largely using communication for development approaches.

25. By facilitating consultations with young people through the Mozambique Participatory Child Rights Media Network and similar initiatives in Central Asia and Eastern Europe, UNICEF has been able to provide a platform for the opinions of children on issues such as violence, stigma and disability discrimination.

26. In its *Global Report on Opening New Avenues for Empowerment: ICTs to Access Information and Knowledge for Persons with Disabilities*[4] UNESCO echoed expert observations that innovative ICTs can significantly empower people with disabilities through effective local interventions. This will accelerate life-long learning opportunities and contribute to the knowledge society.

27. UNIDO has taken the task of establishing a knowledge management concept that will support developing countries in acquiring and adapting knowledge to their specific contexts and development needs, and to enhance knowledge capacities of the United Nations systems.

28. UNIDO recognizes the impact of knowledge management and network governance in development cooperation, and aims to solidify knowledge networks for policymakers to achieve economic and other development goals.

29. Organizations such as ILO have been present at the round-table discussions on communication for development while reflecting on the approach that best defines their role. The World Intellectual Property Organization is following the round-table discussions closely and is also exploring the manner in which it may define its approach.

30. Internal changes in agencies such as the International Telecommunication Union, UNAIDS and UNDP have affected contributions from those agencies to the report as well as to the round-table process.

31. The World Bank remains actively engaged in discussions concerning the round table.

[4] UNESCO, *Global Report on Opening New Avenues for Empowerment: ICTs to Access Information and Knowledge for Persons with Disabilities*, (Paris, 2013).

III. United Nations country teams and communication for development

32. Communication for development is generally a welcome terminology among Resident Coordinators and United Nations country teams. Nevertheless, it also requires explanation and very often necessitates workshops for country team staff. While communication for development facilitates openness and leads to a targeted discussion on communication issues that are tightly related to programmes as opposed to public relations, the lack of benchmarked objectives and resources both in terms of trained experts and financial inputs constrains long-term effectiveness.

33. Academically, the term is often referenced in line with the origins of development assistance that are superseded today by a wide range of methods and approaches. Through their involvement in the communication for development round-table process, June Lennie and Jo Tacchi of RMIT[5] University (Royal Melbourne Institute of Technology), Australia have mapped and documented those that are widely used by the United Nations system organizations in the publication *Evaluating Communication for Development: A Framework for Social Change*.[6]

Strengthening grass-roots communication capabilities

34. UNESCO continues to encourage media actors in developing countries to exercise accountability in the interest of the public and facilitates platforms and exercises for the integration of a communication for development focus in national plans. UNESCO Advisers for Communication and Information have hosted thematic activities that invite closer working relations within the respective United Nations country team and between the country team and relevant stakeholders, including grass-roots community-based media organizations. Such initiatives have been conducted, with support from the Government of Sweden, in the Democratic Republic of the Congo, Kenya, Lesotho, Namibia, South Africa, the United Republic of Tanzania and Zambia, to strengthen the capacity of 32 local and community radio stations in delivering humanitarian and disaster risk reduction information and to advance their involvement in inclusive initiatives. Upgrading the ICT capacity of the radio stations has proved to facilitate interaction with listeners and the formation of local radio correspondents. This has strengthened local content production in line with audience needs. Interaction has also been strengthened between radio stations, local authorities and government. In addition, a United Nations country team round table on communication for development has also been conducted in Kingston, Jamaica.

35. The examples cited above highlight one of many approaches applied by UNESCO to strengthen communication capacities. At the same time, it is worth reflecting upon the further impact that such actions offer to enhance active networking and the dissemination of information. For example, in Kenya, the communication for development project introduced United Nations country team members and specifically the United Nations International Strategy for Disaster Reduction, and the United Nations information centre to six community radio

[5] University of information technology and design, with campuses in Australia and Viet Nam and a centre in Barcelona, Spain.

[6] June Lennie and Jo Tacchi, *Evaluating Communication for Development: A Framework for Social Change* (Routledge: Abington, United Kingdom, and New York, 2013).

stations that have an interest in disaster risk reduction because of the direct benefits it brings to their communities. The project introduced the community broadcasters to the national broadcaster's governance structure and guidelines on journalistic ethics in situations of disaster. Kenya Broadcasting Corporation, the national broadcaster, was able to appreciate the efficiency of community broadcasters and expressed its awareness that a stronger national network is required to meet the country's disaster risk reduction needs in an inclusive manner. International development organizations invited to the round table underlined the importance of engagement with community media. The information flows that are created by this type of activity offer legitimacy to radio stations that are serving marginalized communities. Their capacity to amplify grass-roots opinion is matched by the timely delivery of accurate and useful information to people who are directly affected by disasters and is thereby in accordance with international standards.

36. UNESCO continues to invite the participation of United Nations country teams in initiatives that employ participatory methodologies to strengthen the capacity of community radio, including through World Radio Day commemorations and initiatives with a focus on gender and media. Radio station staff are trained to prioritize information according to relevance by sourcing additional information, and to network and present humanitarian and disaster relief information, as and when needed. The Organization has also taken steps to ensure that new media technologies are integrated radio stations participating in the relevant project and observes that gender equality is a mainstreamed focus. More examples underlining participatory and communication-oriented processes can be drawn from other projects that promote gender equality in the media, media and information literacy, young people and radio and so forth.

Supporting national agriculture sectors with communication capacity

37. FAO is supporting the Dominican Republic, Haiti and Jamaica in the development of information and communication local plans and national strategies for agricultural disaster risk management. The Organization is also supporting Algeria, Burkina Faso, Chad, Côte d'Ivoire and the Congo in implementing the World Census of Agriculture in Africa using specific channels tailored to context and focusing on the importance of collaboration with local populations. Participatory monitoring and evaluation systems and communication strategies ensure regular feedback from all stakeholders.

38. Examples of communication for development resources produced by FAO include: the Agricultural Disaster Risk Management Communication Toolkit, a guide for planning and implementing communication activities with a series of training modules on basic communication skills. It can be used to enhance planning, implementation and result monitoring and ensuring multi-stakeholder dialogue and participation through appropriate communication for development activities, and the Ecosystem Approach to Fisheries, a teaching kit containing guidelines for teachers, fish rulers and a workbook and other accessories to increase the knowledge of pupils in fishing communities about responsible fisheries. The teaching kit has been tested in two countries in West Africa and was presented to the FAO Committee on Fisheries in June 2014. Along with the sensitization to children at their level, a promotional video has been produced to advocate for extra funding and to raise awareness among donors about advanced scientific research on marine ecosystems and the effects of human activities on them.

39. The FAO Dimitra community listeners' clubs are organized in a network through which they share and build on experiences at the community, national and international levels. A local NGO is usually in charge of the project, with technical support provided by FAO-Dimitra. Partnerships with community radios, civil society organizations, United Nations bodies, government services or other development partners, which are at the core of the approach. In Mauritania, the Niger and Senegal, the project is centred on a methodological alliance with the FAO Farmer Field Schools. In the Democratic Republic of the Congo (Province Orientale), the clubs collaborate with the International Fund for Agricultural Development, the national Government and civil society organizations. In the Niger, synergies have been developed with UNICEF, the United Nations Population Fund, the World Food Programme and the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women).

40. The Dimitra clubs encourage their members and the communities to play an active role in development by promoting social mobilization and the participation of rural people in the economic, political and social life of their community. The process strengthens transparency, local governance and the social fabric. The clubs strengthen the capacities of their members, including organization, analysis and synthesis, listening and expression, collective action and networking. The approach improves members' self-confidence and contributes to the socioeconomic and political empowerment of women and men. Behaviour changes in agricultural practices, dietary habits, nutrition, health, education, housing and so on, have been observed in all aspects of daily life, for individuals, households and communities. The dynamics of the listeners' clubs help women and men to become aware of gender inequalities and take action to address them, especially regarding roles and responsibilities in households and the community. The clubs give everyone a voice, especially women, thus improving their self-confidence. This process helps them to become more involved in collective bodies, to express themselves and to take on leadership roles. Club members and their communities are better informed on the topics that interest them. Above all, they are able to develop their knowledge on these issues through exchanges and discussions, taking ownership of them and bringing them to life.

Preventing non-communicable disease and humanitarian crises

41. Hundreds of public health events with the potential to make people sick or die, or to disrupt travel and trade, and damage economies, are reported to WHO every day.[7] Some of these events grow into disease outbreaks. Detecting, verifying and responding to these events all involve communication for development approaches.

42. In 2014, Ebola outbreaks were reported for the first time in several countries in West Africa. Ebola virus disease (formerly known as Ebola haemorrhagic fever) is a severe, often fatal illness, killing as many as 9 out of 10 people who have the disease. Severely ill patients require intensive supportive care. Ebola virus disease outbreaks can devastate families and communities, but the infection can be controlled through the use of recommended protective measures in clinics and hospitals, at community gatherings, or at home.

[7] See WHO International Health Regulations (2005), which provide a framework for WHO epidemic alert and rapid response activities.

43. WHO and its partners embraced communication for development approaches from the onset of the Ebola outbreak. Social mobilization helped in engaging health workers, volunteers, medical students, civil society groups and communities to visit villages and communities to educate, engage and communicate about this much-feared disease. Media communications were important, in particular radio, which, according to limited surveys,[8] was the most trusted source of information in countries such as Liberia. Community volunteers going from village to village helped to spread health messages with megaphones. Community members who feared the disease even attacked treatment centres in the false belief that health personnel working there had brought the disease to their country. Communication for development approaches had to be used to gain trust, establish open dialogue and help communities to start taking protective measures. Risk communications uses all the approaches and techniques encompassed by communication for development.

44. UNICEF is an active member of the United Nations Inter-agency Task Force on the Prevention and Control of Non-communicable Diseases, led by the WHO Global Action Plan for the Prevention and Control of Non-communicable Diseases 2013-2020, with a specific output related to its advocacy publication, *Facts for Life* and NCD Child conferences. Notably, the second NCD Child conference was held in Trinidad and Tobago in 2014, bringing together researchers, practitioners, international agencies, civil society organizations and national government actors. The President and First Lady of Trinidad and Tobago opened the conference with a reaffirmation of their country's political commitment to work with and for children on addressing the epidemic of non-communicable diseases.

45. In the Niger, the World Bank is using the UNICEF community-based approach to promote the essential family practices package to roll out the conditional cash transfer component of the country's social protection scheme. The eight practices of the UNICEF package include: (a) recognizing signs of malnutrition and referring malnourished children to health services; (b) talking to infants and toddlers to help them develop; (c) encouraging child stimulation through play; (d) making children feel valued; (e) avoiding harmful discipline; (g) registering child birth; (g) preparing children for school; and (h) family planning. This initiative will reach 80,000 beneficiary households (560,000 individuals) by 2017, at a cost of nearly $62 million, financed largely by the World Bank.

46. UNICEF attributes the communication and social mobilization network for the successful polio-free certification in India. Several organizations contributed to this historic achievement that addressed misperceptions and rumours held by families and communities that refused polio vaccines. The hardest-to-reach children were reached and have eventually been vaccinated.

47. WHO notes that a communication for development approach has been vital to the success of the Expanded Programme on Immunization, established by WHO in 1974, which has been implemented jointly with Governments and other partners, notably UNICEF. At the onset, only about 5 per cent of the world's children were protected from six diseases (polio, diphtheria, tuberculosis, pertussis, measles, and tetanus) targeted by four vaccines. Today, that figure is 83 per cent, with some low-income countries reaching 99 per cent immunization coverage. Currently, WHO

[8] International Federation of Red Cross and Red Crescent Societies (IFRC), Liberia, May 2014.

estimates that immunization programmes save the lives of 2.5 million people each year and protect many millions more from illness and disability. With the certification of the WHO South-East Asia Region as polio-free, 80 per cent of the world's population now lives in a country where polio has been eradicated.[9]

48. A partnership between several agencies and organizations, including WHO and UNICEF, is using communication for development approaches in health emergencies and humanitarian crises alongside organizations such as IFRC and the United States Centers for Disease Control and Prevention. The expected output is to establish a field-collaboration mechanism to incorporate and execute communication for development principles, for which a field toolkit is being prepared. Rapid monitoring and evaluation tools for emergency and humanitarian contexts were developed with IFRC. Partnership with the Communicating with Disaster Affected Communities (CDAC) Network brings together United Nations system agencies, media and communication organizations, and relief agencies, in support of advocacy, capacity development and knowledge-sharing for greater engagement of affected communities in humanitarian action work.

49. UNICEF supported the development of communication for development plans in more than 30 municipalities in the light of the recovery process following the impact of typhoon *Yolanda* in Tacloban, Philippines. The plans seek to address the psychosocial and development issues of local communities through the use of multiple communication strategies.

50. Social media is an effective platform for applied principles of communication for development. It is increasingly effective for listening to public concerns, engaging them in conversations about risks to health, and discussing actions people can take to protect themselves and their loved ones. WHO has 1.3 million followers on Twitter, 915,000 on Facebook, 808,000 on Google+ and 19,000 on Instagram. For example, on World Toilet Day, on 19 November 2013, WHO asked people to tweet photos of a toilet where they are with hashtag #Toilets4All. Staff tweeted facts, such as "more people have access to mobile phones than to toilets; women and girls risking their lives, rape and abuse looking for place to defecate". In just one day, 3,300 tweets were received from 2,300 Twitter users. Some people expressed disgust at the images of toilets from around the world sent in by the public. But as more facts were tweeted, many came back later saying they realized the importance of the campaign.

51. According to UNICEF, communication for development interventions contributed, in Bangladesh, to a decrease in child marriage, an increase in school re-enrolment and in health-seeking behaviours that include the treatment of pneumonia in children under two years of age. In Montenegro, stigma and discrimination against children lacking parental care was reduced. In Viet Nam, communication for development methodologies are applied to reduce intergenerational poverty. Innovative youth media platforms such as U-report, a Short Message Service (SMS)-based platform combined with radio, television and local media and community components has successfully been implemented in Uganda and is now replicated in Nigeria and Zambia. In Uganda, it has allowed more than 250,000 children and youth to express their views on a range of

[9] Dr. Margaret Chan, Director-General of WHO, "Beyond expectations: 40 years of EPI" *The Lancet*, vol. 383, No. 9930 (17 May 2014).

development topics, including issues that affect them and their communities, and provide an alternative for social accountability. U-report also provides a tremendous opportunity for rapid programme planning as a result of feedback provided by youth across thousands of communities.

52. One in five children worldwide remains unimmunized. Communication for development has an important role to play in ensuring that those children get the vaccines they need to remain healthy. To overcome "vaccine hesitancy", WHO and its partners work with communities to develop strategies to engage with people and address fears and rumours. To help countries do this systematically, the WHO Regional Office for Europe produced several guides and tools in 2013.[10]

Knowledge-sharing and capacity-building

53. Knowledge-sharing is translated through several field-level initiatives by UNIDO. Through the Industrial Knowledge Bank, the organization promotes the exchange of knowledge and expertise for advancing industrial and productive capacities in Latin America and the Caribbean within the framework of South-South cooperation. UNIDO plays an active role in matching knowledge donors with recipients to support strategic knowledge transfer and ultimately reduce the cost of development. Knowledge management is also a key feature of the global network for resource efficient and cleaner production (RECPnet), which contributes to the implementation of sustainable development commitments.

54. The Networks for Prosperity initiative, managed by UNIDO, builds on international cooperation and sustainable economic development and involves private sector development. This initiative provides insights into the functioning of knowledge networks and platforms based on empirical findings and analysis. Through the Networks for Prosperity Reports, UNIDO and the Leuven Centre for Global Governance Studies (KU Leuven, Belgium) provide a basis for policy considerations related to development while incorporating knowledge management. Three reports have been launched so far that have introduced the Connectedness Index, aimed at capturing the degree to which countries are networked both internally as well as internationally (see www.unido.org/mdgf.html). The Index is an empirical tool to explore the relationship between the degree to which countries are networked and development, measured in economic (gross domestic product and industrial development) and institutional (government effectiveness) terms. The Index shows the importance of being connected and offers support for the UNIDO argument that network governance is important for development.

55. The Green Industry Platform is a joint initiative by UNIDO and the United Nations Environment Programme, aiming to connect stakeholders from the public sector, private enterprise and civil society to mainstream efforts and actions towards improving the environmental performance of existing industries and creating new industries delivering environmental goods and services. The Platform underlines the promotion by UNIDO of the importance of knowledge networks for development. By becoming a member of the Green Industry Platform, organizations and businesses indicate their willingness to pursue and promote core sustainability

[10] "The Guide to Tailoring Immunization Programmes: Increasing coverage of infant and child vaccination in the WHO European Region" and "Vaccine Safety Events: managing the communications response — a guide for Ministry of Health EPI Managers and Health Promotion Units".

policies and practices. The initiative functions also as a knowledge platform that pools together information and examples of best practice to be used by governments, businesses and others to support environmentally sustainable industrial development.

56. In Azerbaijan, UNICEF partnered with the Academy of Public Administration under the President of the Republic of Azerbaijan, to deliver short- and long-term academic courses for State civil servants and students studying in the Academy to gain knowledge and skills for better planning and implementation of public awareness and social advocacy programmes aimed at improving attitudes and practices on child survival, protection, development and participation in country. In support of the Call to Action — Child Survival and Development for Every Child in India, UNICEF strengthened the capacity of State governments to develop communication strategies for social and behaviour change in support of acceleration of efforts to achieve Millennium Development Goals 4 and 5, and developed a communication for development curriculum, in collaboration with 10 leading Indian universities, with a view to developing a cadre of highly qualified communication for development professionals.

57. UNICEF intensified efforts to strengthen the evidence base of communication for development through key initiatives on research, evaluation and knowledge management. Chief among them was the collaboration with the United States Agency for International Development, the National Institutes of Health and several other partners to conduct a population-level behaviour change evidence review on child survival and development, the first of its kind. This review involved the participation of more than 200 researchers, academics and practitioners, who, using rigorous criteria, examined existing evidence across several categories, including interventions that address gender equality, stigma and discrimination; the role of caregivers and providers; community-based interventions; and new media and technology interventions. Findings from this review provided critical pieces of compelling evidence across all areas that will support policymaking and will be integrated into national communication plans for maternal and child health.

58. Similar reviews were conducted on violence against children, as well as for peacebuilding in support of country-level strategies. In Jamaica, where national data show corporal punishment as highly prevalent, UNICEF is working with the Ministry of Education on the reduction of corporal punishment and the promotion of alternative methods of discipline, or "positive parenting". In South Sudan and 10 other countries, the Government of the Netherlands funded a peacebuilding, education and advocacy project, entitled "Theatre for development", which is being used to facilitate community dialogue and reconciliation.

59. UNESCO is working to support inclusive information and knowledge societies, in which society will benefit from the broader and expanded role that media play in the evolving media landscape. In particular, it acknowledges that the Internet and other digital platforms become increasingly valuable in enabling freedom of expression, and make a contribution to the development goals of the post-2015 sustainable development agenda. This is evidenced in a number of projects, including "Empowering radio through ICTs", funded by Sweden, the annual "Women Make the News" campaign, the World Summit on Sustainable Development 10-year review process, among others.

IV. Collaborative action of the United Nations system organizations with civil society

60. Civil society organizations are mindful that greater Internet use and access; legislative and constitutional guarantees of public access to public information; media freedom, and progress towards effective national media systems facilitate communication for development. Adequate planning, good governance, monitoring, accountability and transparency are key elements for success. Above all, people-centred and participatory approaches are necessary. The following paragraphs take a closer look at how the United Nations system organizations work with civil society to meet such objectives.

Media development and freedom of expression

61. In line with its medium-term strategy to build inclusive knowledge societies, and its biennial implementation priorities — to promote freedom of expression and information and foster capacities for universal access to knowledge and bridge the digital divide — UNESCO focused its work on supporting environments to facilitate independent and pluralistic media for democratic and sustainable development.

62. The Paris Declaration of the World Press Freedom Day International Conference on the theme "Media freedom for a better future: shaping the post-2015 development agenda" (UNESCO headquarters, 5-6 May 2014), was adopted by civil society actors in freedom of expression. They called for five levels of action from wide ranging actors, namely (a) multiple stakeholders including civil society; (b) the United Nations Open Working Group on Sustainable Development Goals; (c) Member States; (d) intergovernmental organizations; and (e) journalism professionals/associations, media outlets, Internet intermediaries, and social media practitioners.

63. Notably, the recommendations request recognition to be accorded, by aid programmes, to diverse and professional journalism practitioners, and free and pluralistic media, for their contribution towards sustainable development. In addition, due attention has been called for the integration of freedom of expression, press freedom, independent media and the right of access to information as an integral part of specific targets in the sustainable development goals, namely governance. Enhancing knowledge in media development and the correlation between free, independent and pluralistic media and sustainable human rights-centred development was considered essential.

64. UNESCO is increasingly exercising a decentralized approach to implement United Nations Inter-Agency Round Table recommendations on communication for development. In line with its constitutional mandate, it places emphasis on supporting capabilities to communicate and continues to facilitate the assessment of national media environments.

65. Since 2011, UNESCO has, in collaboration with credible independent national research institutions or groups of media experts, successfully conducted national media assessments in 11 countries (Bhutan, Croatia, Ecuador, Egypt, Gabon, Maldives, Mozambique, Nepal, State of Palestine, Timor-Leste and Tunisia). In addition, the Plurinational State of Bolivia, Brazil, Colombia, Côte d'Ivoire, Curaçao, the Dominican Republic, Iraq, Liberia, Mongolia, Myanmar, South Sudan, Togo, Uganda and Uruguay are currently carrying out assessments. The outcome

contributes to baseline knowledge and offers the premise for prioritizing media development needs. The exercise informs and facilitates the formulation of sound media policies and defines a framework within which the media can best contribute to, and benefit from, good governance and sustainable, democratic development. UNESCO has collaborated with UNDP for several of these assessments and welcomes the possibility of new partnerships with other relevant United Nations organizations.

66. UNESCO highlights that media pluralism is not complete without a sector that prioritizes community participation. In this regard, work is done to support policy and practice around community media. This media sector serves vulnerable, marginalized and indigenous people, and is important in contributing to disaster risk reduction, and creating locally relevant content and solutions.

67. World Radio Day, 13 February 2014, succeeded in putting UNESCO concerns in the media agenda across the world. The media was covering the issue of gender equality in radio in 155 locations. The Day helped in raising the salience of issues in media content in playing an agenda-setting role and in generating better knowledge of gender equality in the media. A total of 248 celebrations throughout the world registered on the UNESCO World Radio Day Crowdmap. The campaign generated a widely-embraced social media movement, raising UNESCO for the second consecutive year to "world trending topic" in Twitter. Other media statistics for the Day include: 15,864 YouTube plays, 2,401 SoundCloud plays, 2,941 infographics views, 85,986 website page views and 59 media interviews by UNESCO staff the world over. Eleven United Nations system organizations joined the UNESCO campaign or staged independent events to commemorate the Day.

68. UNESCO works also to empower citizens with Media and information literacy. Owing to the growing impact and convergence of information, media and ICTs in society, UNESCO applies a joint approach that brings together media literacy and information literacy with ICT and digital skills as central components. The organization has carried out years of research in the subject area, including through several global consultations.

69. Media and information literacy is promoted through three major pillars, namely capacity-building centred on application of the Media and Information Literacy Curriculum, the Global Media and Information Literacy Assessment Framework and the Media and Information Literacy Policy and Strategy Guidelines; networking through the Global Alliance for Partnerships on Media and Information Literacy; and research through the university network Cooperation Programme on Media and Information Literacy and Intercultural Dialogue. More details can be seen in the Global Alliance for Partnerships on Media and Information Literacy Global Framework and Action Plan. Partners include UNICEF, the Alliance of Civilizations, other international development partners, civil society and the academe.

70. In a recent study published by UNESCO, *Tuning into development: an international comparative survey of community broadcasting regulation*,[11] it was found that there is no universal, standard-setter that is relevant to community radio outside of general international normative standards. Those standards that are

[11] UNESCO, *Tuning into development: an international comparative survey of community broadcasting regulation* (Paris, 2013).

applied are exercised randomly rather than methodically or systemically. In part, this is because community radio governance and practice is inadequately regulated in terms of empowering the sector. This is also in part because this medium demands voluntary participation and relies on unsophisticated approaches, locally tailored methods and local language. Also, standard development practice has often neglected its inclusion in national development plans. UNESCO supports civil society that work to legitimize community radio and supports Governments that are ready to advance with enabling regulatory and policy measures for the sector.

Media and gender

71. UNESCO pursues a series of actions to promote gender equality and women's empowerment in media operations and content, including the application of Gender-Sensitive Indicators for Media, a diagnostic tool for identifying and prioritizing gender equality actions by media houses, international and regional broadcasting organizations and media training institutions. Gender balance is promoted in various ways, including through journalism education and training curricula.

72. Women's involvement in communication platforms centres around conflict resolution, peace building, and reconstruction. Media and information competencies are provided to enhance access to information and strengthen information exchange capabilities in all types of governance mechanisms. The safety of women journalists in conflict and post-conflict situations is also promoted.

73. UNESCO works with UN-Women, UNDP, the World Meteorological Organization, the Islamic Educational Scientific and Cultural Organization and other key partners to develop a global follow-up mechanism for Strategic Objective J of the Beijing Declaration and Platform for Action, namely women and the media. The mechanism, the Global Alliance on Media and Gender, is comprised of a multi-stakeholder and civil society following. A number of actions detailed in its Global Framework and Action Plan include the implementation of the UNESCO Gender-Sensitive Indicators for Media, actions to stimulate citizens' media dialogue, and support to Member States to integrate media in governance processes in line with the international standards set by the Convention on the Elimination of All Forms of Discrimination against Women. The annual online campaign Women Make the News continues to be implemented.

74. The UNESCO Bureau of the International Programme for the Development of Communication observes gender equality as a key criterion for project approval. Particular attention is paid to address the needs and requirements of both men and women; all training activities are required to ensure the balanced participation of women and men.

Strengthening rural communication capacities

75. FAO and the World Association of Community Radio Broadcasters have joined efforts through the "Communication and community media action to advance family farming" initiative, which advocates the role of community media as drivers for social change and development in rural areas. An awareness campaign to inform farmers' organizations and rural populations about the importance of family farming, communication and community media is being implemented through the Association's 4,000 member-strong worldwide community radio network in more than 150 countries. The campaign consists of a mini radio series based on the

outcomes of regional consultations, dialogues and conferences organized by FAO and the Association in preparation for the International Year of Family Farming.

76. In 2012, FAO launched the Collaborative Change Communication initiative to increase learning and networking opportunities for rural development and communication practitioners worldwide. A web-based platform (www.cccomdev.org) facilitates the exchange of experiences, methodologies and learning resources for the creation of a global community of practice in communication for sustainable rural development.

77. In collaboration with the College of Development Communication, University of the Philippines Los Baños, FAO developed a "Communication for rural development sourcebook" that provides communication practitioners, development professionals and field workers with a comprehensive set of guidelines, illustrative experiences and learning tools to apply communication in agriculture and rural development initiatives.

78. FAO also developed a set of "Communication for rural development guidelines for planning and project formulation" to orient managers on how to concretely include communication in project planning for increased effectiveness and sustainability.

79. Regional communication for development platforms have been launched in partnership with universities, communication centres and networks worldwide to share knowledge and experiences among development, communication and community media professionals, to promote a regional agenda and partnerships in support of rural development initiatives. These are: Onda Rural: promoting the use of community rural radio in Latin America; ComDev Asia: documenting good communication for development practices in Asia and the Pacific; and YenKasa Africa: facilitating dialogue in the region.

Media for rural development

80. Implemented by FAO in seven West African countries, the Food Security through Commercialization of Agriculture programme increased the technical knowledge base and skills of rural radio in production, value addition, marketing and group management. Several information and educational programmes were broadcast based on participatory needs assessments of farmers and their organizations. They highlighted the concepts of value chains and the importance of the diversification of agricultural products as a means to contributing to food security.

81. Participatory video was critical in promoting and engaging a wide range of stakeholders in the Food Security through Commercialization of Agriculture programme. It was used as a hands-on training tool to help media practitioners and community facilitators to raise awareness about the project's objectives and challenges. The impact of participatory video has been impressive: hundreds of people gathered at the "playback" of the videos, shared their own points of view, learned from each other and developed a strong sense of ownership of the projects' activities. FAO has strengthened the use of participatory video in support of the Food Security programme projects. Participatory video is an accessible, inclusive methodology that aims at facilitating communication among community members or different communities. In participatory video, the process is often more important

than the product itself and the concerned people are in control of the production process from the very start.

82. FAO assisted the Ministry of Agriculture in Bangladesh to establish the country's first farm radio. "My radio, my voice" is the slogan of *Krishi Radio*. It started broadcasting in 2012 from Amtali, Barguna, and obtained a listenership estimated at 40,000 people in the first year. Community ownership is key to its sustainability: community members, local authorities, cultural groups and NGOs participate in the radio management committees, while a team of trained volunteers perform daily production and broadcasting tasks.

83. *Krishi Radio* programmes offer expert advice on agriculture, fishery, livestock, disaster preparedness, youth, women, health and nutrition. Farmers tune in mainly using mobile phones and call in to ask questions and provide their feedback on the programmes. The radio has become so popular that community members spontaneously formed listeners groups to regularly meet and participate in live discussions. When cyclone Mahasen struck the southern coast of Bangladesh in May 2013, *Krishi Radio* transmitted information about cyclone shelters, crop harvesting and other disaster preparedness measures contributing to the safeguarding of people's lives and assets.

Advancing primary health through partnerships

84. Partnership with faith-based organizations in Kenya, Ethiopia, the Democratic Republic of the Congo and others across Africa is critical for promoting family practices for child survival and polio eradication. Engagement with these organizations remains a pillar of UNICEF efforts to address bottlenecks and reach the most marginalized for child survival and development efforts.

85. UNICEF and the University of Witwatersrand School of Public Health (South Africa) delivered the field component of a flagship communication for development learning course. Technical support in research, evaluation and training is conducted in partnership with the Global Network for C4D and Social Change (ØRECOMMNetwork for C4D and Social Change Global Change), Malmoe University, Sweden, and Roskilde University, Denmark.

86. WHO applies a people-centred approach to the delivery of health systems services that involves regular health promotion using a wide range of communication tools. It promotes health information systems as being critical for reaching universal health coverage as well as vital for decision-making, planning, monitoring and evaluation.

V. Conclusions and recommendations

87. **In the light of preparations for the post-2015 development agenda, UNESCO emphasizes within communication for development that the role of freedom of expression and its corollary of press freedom and freedom of information is fundamental in promoting sustainable development that is people-centred, pro-poor and equity-based. Those elements need to be recognized as fundamental enablers of goals relevant to the post-2015 development agenda, particularly in the areas of good governance and the fight against impunity.**

88. The use of new technologies for the social, ecological and economic dimensions of sustainable development cannot be underestimated within discussions of the 2015 agenda and goals. While technologies are everywhere today, with such examples as mobile subscriptions reaching close to 7 billion in 2014, the ability of people to use them for development remains largely ignored and taken for granted.[12] If not addressed, the digital divide risks to further deepen, at an even higher pace. The use of technologies to foster universal access to, the creation, sharing and preservation of information and knowledge are of pivotal importance for sustainable development.

89. Communication for development practice by United Nations system organizations is applied according to respective mandates. Common to all United Nations system organizations is the principle that communication for development is pro-poor, people-centred, equity-focused and process-oriented. It is not public relations or marketing. General Assembly resolutions 50/130 and 51/172 and the Rome Consensus of the World Congress on Communication for Development provide clear and relevant references.

90. Member States will benefit from consulting with multiple stakeholders, including audiences, and methodically assessing broadcaster capacities in order to strengthen and reposition their relevance as partners in sustainable development. Community media in particular merits attention.

91. The UNESCO Media Development Indicators are available for such purpose. A number of additional tools are available for Member States to exploit. Those tools are wide-ranging and can inform decision-making in planning resource allocation for outcomes relating to communication for development.

92. The following recommendations are directed to Member States, United Nations system organizations, and multiple stakeholders in the light of the ongoing dialogue and debate centred on the post-2015 global development agenda.

93. Taking into account the increasing number of actors in favour of communication for development, particularly at the country level, Member States are invited to map relevant initiatives and explore opportunities to scale up good practice, introduce policies and strengthen relevant legislative and regulatory frameworks.

94. United Nations system organizations are urged to participate in mapping initiatives and facilitate technical and capacity support to strengthen communication capabilities that are inclusive, democratic, equity-focused and people-centred. The participation of civil society and academic partners is imperative and this merits recognition.

95. United Nations system organizations are urged to support the United Nations Plan of Action on the Safety of Journalists and the Issue of Impunity, including through observing the newly declared International Day to End Impunity for Crimes against Journalists, each 2 November.

[12] UNESCO Executive Board document 194/EX/14.INF.2.

96. The broadcasting sector, enriched and more efficient with new technologies, is increasingly accessible through digital forms, mobile and the Internet and is increasingly reaching marginalized communities. Strengthening inclusive broadcast programming and enabling policy, legislative and regulatory frameworks, including to make digital platforms accessible to community media are preliminary steps that can be taken into account, particularly for progress in developing and least developed countries. A specific focus on mainstreaming gender in the media should be a priority for Member States.

97. Donor countries are encouraged to observe the dearth of broadcasting research within some regions, for instance in sub-Saharan Africa, in relation to adolescents as well as gender. Broadcasters are part of an active national development resource that can meet public interest in line with international standards. The UNESCO Media and Gender, and Media and Information Literacy global alliances can be engaged with in this regard.

98. United Nations information centres are urged to include communication for development tools and resources in their libraries and make these easily available to United Nations country teams, line ministries, civil society and researchers.

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United Nations Office for Partnerships

Report of the Secretary-General

Summary

The present report is submitted pursuant to General Assembly decisions 52/466 and 53/475, wherein the Secretary-General was requested to inform the Assembly, on a regular basis, about the activities of the United Nations Office for Partnerships. It supplements the information contained in the previous reports of the Secretary-General (A/53/700 and Add.1, A/54/664 and Add.1-3, A/55/763 and Corr.1, A/57/133, A/58/173, A/59/170, A/60/327, A/61/189, A/62/220, A/63/257, A/64/91, A/65/347, A/66/188, A/67/165 and A/68/186).

The United Nations Office for Partnerships serves as a gateway for public-private partnerships in furtherance of the Millennium Development Goals. The Office oversees the following areas:

United Nations Fund for International Partnerships (UNFIP). UNFIP was established in 1998 to serve as the interface between the United Nations Foundation and the United Nations system. At the end of 2013, the cumulative allocations provided by the United Nations Foundation through UNFIP to projects implemented by the United Nations system reached approximately $1.3 billion. Of this amount, it is estimated that $0.45 billion (about 35 per cent) represents core Turner funds and $0.85 billion (about 65 per cent) was generated from co-financing partners. The total number of United Nations projects and programmes supported as at the end of 2013 by the United Nations Foundation through UNFIP stands at 544. Collectively, these projects have been implemented by 43 United Nations entities in 124 countries.

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United Nations Democracy Fund. The Fund was established by the Secretary-General in July 2005 to support democratization around the world. It focuses on strengthening the voice of civil society, promoting human rights and ensuring the participation of all groups in democratic processes. Through the Fund, the Office has channelled approximately $135 million to more than 500 projects in 100 countries around the world, ranging from strengthening civil society leadership skills and promoting the participation of women and youth to media programmes allowing civil society to project its voice.

Partnership advisory and outreach services. The Office for Partnership provides these services in response to the growing demand from the United Nations system, Governments and non-State actors in pursuing public-private partnerships, through high-impact events and advice to potential partners regarding procedures and best practices to promote the Millennium Development Goals as a framework for action.

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I. United Nations Fund for International Partnerships

1. The United Nations Fund for International Partnerships (UNFIP) was established in 1998 to serve as the interface between the United Nations Foundation and the United Nations system. The work of UNFIP is overseen by the UNFIP Advisory Board, which is chaired by the Deputy Secretary-General.

2. At the end of 2013, the cumulative allocations to UNFIP projects reached approximately $1.3 billion, of which $0.45 billion (about 35 per cent) came from core Turner funds and $0.85 billion (about 65 per cent) was generated as co-financing from other partners. A total of 544 projects have been implemented by 43 United Nations entities in 124 countries. An overview of these programmes and initiatives is provided below.

3. The United Nations Foundation continues to work in support of the United Nations in a variety of ways: to engage in partnerships that assist the Organization to more effectively deliver on its mandate; to advocate for and help to build a robust constituency for the United Nations, especially in the United States of America; and to ensure that the role and work of the United Nations is better understood and appreciated by policymakers and the public.

A. Global health with emphasis on children's health

4. The United Nations Foundation, together with UNFIP, has worked in close collaboration with the Secretary-General's office, the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to support major initiatives to help to advance women's and children's health. Over the years, the Foundation's successful stewardship of campaigns on polio, measles and malaria, as well as their active engagement in the "Every woman, every child" movement since its inception, has helped to channel significant resources in support of United Nations global health efforts.

Every woman, every child

5. At the request of the Office of the Secretary-General, the United Nations Foundation continued to manage global advocacy and communications and lead outreach to the private sector around the Every woman, every child movement. Every woman, every child is an unprecedented global movement, often considered a model for partnerships, advancing multi-stakeholder commitments to mobilize and intensify global action to improve the health of the most vulnerable women and children around the world.

Measles and Rubella Initiative

6. The Measles and Rubella Initiative is a global partnership committed to ensuring that no child dies from measles or is born with congenital rubella syndrome.

7. The Initiative aims to reach the measles and rubella elimination goals identified in the Global Measles and Rubella Strategic Plan 2012-2020 by supporting countries to raise coverage of measles, rubella and other vaccines; fund, plan, implement and monitor quality supplementary campaigns; investigate

outbreaks; and provide technical and financial support for effective outbreak response. The Initiative is focused on supporting the goal of reducing global measles mortality by 95 per cent by 2015; and eliminating measles and rubella in at least five of the six WHO regions by 2020.

8. The Initiative is led by the American Red Cross, the United States Centers for Disease Control and Prevention, UNICEF, WHO and the United Nations Foundation. The Foundation has been a long-standing supporter of the Measles Initiative (renamed the Measles and Rubella Initiative in 2012) and continues to play an important role as both an advocate and fiduciary for the initiative.

9. During 2013, a total of $52 million was disbursed by the United Nations Foundation through UNFIP to UNICEF and WHO in support of the Measles and Rubella Initiative activities around the world. Of this amount, $50 million was generated from partner funds and $2 million was from the Foundation's core funds.

Nothing But Nets campaign

10. Nothing But Nets is a global grass-roots campaign to raise awareness and funding to fight malaria, a leading cause of death among children in Africa. Nothing But Nets is an online giving platform that allows everyone to join the fight against malaria by giving $10, which will be used to purchase and send a bednet to malaria-affected communities.

11. Nothing But Nets works with UNICEF, the Office of the United Nations High Commissioner for Refugees (UNHCR) and WHO to purchase insecticide-treated bednets and distribute them to countries in Africa. Net distributions are typically part of a wider public health effort within a country coordinated by the Ministry of Health, the United Nations and other local and international organizations.

12. The campaign works with a diverse group of partners, including the Bill and Melinda Gates Foundation, the NBA Cares initiative of the National Basketball Association, the people of the United Methodist Church, the MLS WORKS initiative of Major League Soccer, the Union for Reform Judaism and Junior Chamber International, among others.

13. During 2013, the United Nations Foundation disbursed more than $2.27 million through UNFIP to support the distribution of insecticide-treated bednets by United Nations agencies in Chad, Madagascar and South Sudan.

Shot@Life campaign

14. The Shot@Life campaign educates, connects and empowers Americans to champion vaccines as one of the most cost-effective ways to save children's lives in developing countries. In 2013, the United Nations Foundation entered into a partnership with Walgreens, the largest pharmacy chain in the United States, to help provide life-saving vaccines to children in developing countries through a donation to the Foundation's Shot@Life campaign. For every vaccine administered during the flu season in the United States at Walgreens pharmacies, an amount equivalent to the price of one vaccine was donated to the campaign, primarily to fight polio and measles. During 2013, the Foundation disbursed, through UNFIP, approximately $75,000 mobilized partially from the Shot@Life campaign to support the Global Polio Eradication Initiative led by WHO and UNICEF.

B. Women, girls and population

Girl Up campaign

15. Launched by the United Nations Foundation in September 2010, Girl Up has evolved into both an advocacy and a fundraising campaign. To date, the Girl Up campaign has mobilized about $2.7 million for adolescent girl empowerment programmes managed and implemented by United Nations agencies in Ethiopia, Guatemala, Liberia and Malawi.

16. In addition to contributions from individuals, the Girl Up campaign has been supported by the Bill and Melinda Gates Foundation, Levi Strauss, Johnson & Johnson, American Express and Caterpillar Inc., among others.

United Nations Inter-Agency Task Force on Adolescent Girls

17. During 2013, the United Nations Foundation disbursed through UNFIP more than $225,000 to the United Nations Population Fund to support the work of the United Nations Inter-Agency Task Force on Adolescent Girls — a group of six United Nations agencies working to fulfil the human rights and potential of adolescent girls, including their education, health, right to live free from violence, leadership development, and economic opportunities.

C. Sustainable energy and climate change

Sustainable Energy for All

18. To meet the global energy and sustainability challenge, the United Nations Foundation has worked closely with United Nations partners over the past several years to support the Secretary-General's initiative "Sustainable Energy for All". This initiative seeks to mobilize action from all sectors of society in support of three interlinked objectives to be achieved by 2030, namely, providing universal access to modern energy services; doubling the global rate of improvement in energy efficiency; and doubling the share of renewable energy in the global energy mix.

19. The United Nations Foundation continues to support the implementation phase of the initiative. Specifically, the Foundation will help to catalyse and facilitate achievement of the three-year milestones set out in the initiative's work programme, and ultimately the initiative's objectives for 2030.

D. Advocacy and communication

20. One of the highest-value activities the United Nations Foundation brings to the United Nations are the advocacy and communications platforms it has built over the years to tell the United Nations story and broaden the base of supporters that interact directly with the United Nations. These platforms include the Social Good Summit, Talk Radio Day at the United Nations, United Nations press fellowships, and ongoing press round tables that serve to complement the more formal press briefings held at the United Nations. An exciting development is the increased global reach of these activities through new technology and the collaboration with the country offices of the United Nations Development Programme (UNDP), which has allowed the Foundation to engage local communities around the world and link them to events in New York.

Accelerating achievement of the Millennium Development Goals

21. In 2013, the United Nations launched the MDG Momentum campaign, focused on using the remaining 1,000 days to achieve the goals in as many countries as possible. The Foundation has been working to accelerate action by supporting the Secretary-General's Every woman, every child multi-stakeholder movement through global advocacy, communications, and managing private sector engagement to reduce child mortality and improve women's health, and the Deputy Secretary-General's Call to Action on Sanitation, which remains one of the most lagging Millennium Development Goal targets.

Support to the Creative Community Outreach Initiative

22. The United Nations Foundation continued to provide valuable support to the Creative Community Outreach Initiative of the Department of Public Information, which harnesses the power of film, television and other creative media to reach new and mass audiences. As part of this effort, key moments are identified on the global calendar, such as the Olympics and major entertainment events, and connections are facilitated between the United Nations and the United Nations Foundation's digital communications partners, such as Facebook, Mashable and the Huffington Post, in an effort to reach a global audience with messaging that profiles and supports the work of the United Nations.

II. United Nations Democracy Fund

23. The United Nations Democracy Fund was established during the 2005 World Summit as a Secretary-General's trust fund and launched in April 2006, with the United Nations Office for Partnerships/UNFIP providing administrative support and resource-sharing. Since then, the grant-making body has become clearly defined as a fund for civil society organizations. It is the only United Nations entity that has the word "democracy" in its name; the only United Nations body with the primary purpose of supporting democracy through empowering civil society; and one of the youngest entities in the United Nations system. The large majority of the project funds go to local civil society organizations in countries in both the transition and consolidation phases of democratization. By supporting the "demand" rather than the "supply" side of democratization, the Fund plays a new, distinct and unique role in complementing and enhancing the more traditional work of the United Nations — the work with Governments — to strengthen democratic governance around the world.

24. In the short years since its creation, the United Nations Democracy Fund has experienced considerable growth in its portfolio, its donor base, its impact and its visibility. Its projects aim to strengthen the voice of civil society, promote human rights, and encourage the participation of all groups in democratic processes. It also supports a number of major global and regional projects with a normative and policy focus. In its first seven rounds of funding, the Fund supported more than 500 projects in over 100 countries, with a total disbursement of more than $135 million. They ranged from supporting civil society efforts for accountability and transparency to building capacity for strengthening good governance and the rule of law.

A. Seventh round of funding

25. As the Fund began funding its seventh round in 2013, momentous efforts for democratization coincided with troubling developments in some parts of the world. As the Secretary-General noted, there had been alarming threats to hard-won gains in democratic governance in several countries. Civil society groups faced growing pressures and restrictions. Legislation was introduced specifically targeting civil society organizations and making it almost impossible for them to operate. Champions of democracy encountered new confrontational measures.

26. At the same time, the rule of law became more clearly articulated as a priority of the United Nations system. In the declaration of the high-level meeting of the General Assembly on the rule of law at the national and international levels, held in September 2012, Heads of State and Government had reaffirmed that human rights, the rule of law and democracy are interlinked and mutually reinforcing and that they belong to the universal and indivisible core values and principles of the United Nations and invited donors, intergovernmental organizations and relevant civil society actors to provide technical assistance and capacity-building, including education and training on rule of law-related issues, as well as to share practices and lessons learned on the rule of law.

27. Against that background, project selection for the seventh round of funding placed a strong and deliberate emphasis on projects in the field of the rule of law and human rights. Projects in this category made up almost half of the total number in the seventh round, reflecting the wish of the United Nations system to give life to the declaration of September 2012 — including support for civil society efforts in this area.

28. The round saw the first Fund projects in a number of challenging environments, including South Sudan and Turkmenistan.

29. The round opened for proposals in November 2012, through an online application system that facilitates access by civil society organizations. A total of 3,014 proposals from organizations in more than 130 countries were received, reflecting continuing strong global demand for the Fund's services. The vast majority of proposals were submitted by local civil society organizations.

30. The first stage of project selection was based on scoring by independent experts against set criteria. High-scoring proposals were then subject to rigorous quality control and due diligence, including by United Nations Resident Coordinators and, where applicable, Special Representatives of the Secretary-General, as well as all entities of the Fund's Programme Consultative Group. On the basis of that review, the Advisory Board of the Fund recommended a short list of projects, after which the Fund advised Permanent Missions of Member States in which listed projects were to be carried out. The short list was then submitted to the Secretary-General for approval. Short-listed applicants were asked to submit draft project documents by mid-year, which were then negotiated with the Fund. The first tranches of project funding were disbursed by September. This time line compares favourably with international standards.

31. In the seventh round, 46 projects were funded at a total cost of $9,694,500. As defined by their key activities, the projects broke down as follows:

Rule of law and human rights (46 per cent)

Media (22 per cent)

Community development (15 per cent)

Women's empowerment (9 per cent)

Youth (4 per cent)

Strengthening instrumentalities of government (4 per cent).

32. Throughout 2013, the Fund collected the required reports on projects funded under the second to sixth rounds, conducted closing of completed projects from the first, second and third rounds and reported on its achievements to the Advisory Board.

B. Donor base

33. The Fund undertook a number of initiatives to strengthen its donor base. The cumulative total amount of contributions received from 2005 to the end of 2013 exceeded $150 million.

C. Evaluation

34. The Fund's contracted firm of internationally renowned evaluators, Transtec, had completed over 100 post-project evaluations by the end of 2013. The vast majority of the evaluations were positive, and also provided valuable lessons learned for the Fund's knowledge management. The Fund published all post-project evaluations on its public website, as decided by the Advisory Board. In this way, the Fund consolidated its position as one of the most transparent entities in the United Nations system.

D. Governance

35. The two governing mechanisms of the Fund, the Advisory Board and the Programme Consultative Group, continued to play an active and guiding role during 2013. In addition to recommending funding proposals for the Secretary-General's approval, the Advisory Board provided him with policy guidance on the development of programme frameworks and funding guidelines. The Programme Consultative Group provided input and quality control in the project selection process and the implementation phase, making use of the specific expertise of each of its entities: the Department of Political Affairs, the Department of Peacekeeping Operations, the Office of the United Nations High Commissioner for Human Rights, the Peacebuilding Support Office, UNDP, the United Nations Office on Drugs and Crime and UN-Women.

E. Eighth round of funding

36. The United Nations Democracy Fund launched its eighth round for project proposals in November 2013. When applications closed on 31 December 2013, 2,062 project proposals had been received. The vast majority of applications came from local or regional civil society organizations in Africa, Asia, the Americas, the Arab region and Eastern Europe. In accordance with the annual timetable adhered to by the Fund, eighth round applications were to be assessed by March 2014 and the Advisory Board was to recommend a short list in April, after which the Fund was to advise Permanent Missions of Member States in which listed projects were to be carried out. The short list was then to be submitted to the Secretary-General for approval. Short-listed applicants were to be asked to submit draft project documents by mid-year, to be negotiated with the Fund, and the first tranches of project funding were to be disbursed by September — again in a timeline comparing favourably with international standards.

F. Democracy in action

(a) Working for non-custodial sanctions in Armenia, Azerbaijan and Georgia

37. A Fund project works in Armenia, Azerbaijan and Georgia to advance alternative sanctions and measures, especially with regard to vulnerable groups — women and juvenile offenders and those with serious or terminal illness. The project supports the increased use of probation and community service as an alternative to imprisonment, and parole as a mechanism for early release. In this way, the project works for proportionate responses to crime in the South Caucasus, challenges the overuse of imprisonment, and contributes to a decrease in the prison population and improved conditions in currently overcrowded jails.

(b) Strengthening the voice of civil society prior to elections in Afghanistan in 2014

38. A Fund initiative worked ahead of elections to be held in Afghanistan in 2014 to strengthen the voice of civil society, foster sustainable democratic practices and generate deeper public debate and political participation among women and youth. The project focused on a public awareness campaign through democratic news media to reinforce political rights and democratic practices. After the elections, the media action was to focus on fostering the accountability and transparency of the elected authorities.

(c) Supporting local peace structures to prevent community-based conflict in Sierra Leone

39. The Fund has a project in Sierra Leone to address an increase in violent conflicts arising from disputed elections, chieftaincy, land grabbing, civil and labour protests, political conflicts, and disputed natural and economic resources. The project works to build democratic space in which traditional authorities and chieftaincy can be accountable and responsive to the needs and rights of the people, and which will provide a platform for community dialogue with chiefs and promote broad participation and regular feedback on chiefdom governance.

(d) Using the arts to uphold women's rights in Nicaragua

40. A Fund project works in Nicaragua to protect and promote women's rights, using the arts to raise awareness of challenges. These include gender-based violence and the need to implement the Law on Violence against Women. The project works in partnership with women's organizations, theatre groups and local authorities to produce performances and artworks to trigger concrete action for meaningful change.

III. Partnership advisory and outreach services

41. Throughout its history, the United Nations system has worked with the private sector and civil society. In the 2005 World Summit outcome (General Assembly resolution 60/1), Member States recognized the importance of, and expressed strong support for, active engagement of non-State actors in promoting the development agenda of the United Nations system. The United Nations Office for Partnerships works in collaboration with the United Nations Foundation to promote and implement partnership advisory services and outreach initiatives. The Office for Partnerships fosters innovative strategies for engaging non-State actors, including global corporations, philanthropic foundations, and civil society organizations to help to meet United Nations objectives, including the Millennium Development Goals.

A. Selection of key projects and initiatives

42. The following list of key partnership initiatives is divided into three partner categories: Member States; United Nations system and other international organizations; and the private sector and civil society.

1. Member States

Permanent Memorial at the United Nations to the Victims of Slavery and the Transatlantic Slave Trade

43. The United Nations Office for Partnerships continued to support the Permanent Memorial project and administer the Trust Fund account in relation to receipts, allocations and disbursements of the resources. As at 31 December 2013, the total contributions received were $1,412,065, primarily from Member States. The design for the Permanent Memorial was unveiled by the Secretary-General at United Nations Headquarters on 23 September 2013. The Memorial is expected to be finalized in the first quarter of 2015.

African First Ladies Health Summit

44. From 2 to 4 April 2013, the Second African First Ladies Health Summit was held in Los Angeles, California. Stemming from collaboration between the United Nations Office for Partnerships and the African Union Commission to the United States, the Summit was attended by the First Ladies and government representatives of Angola, Ghana, Gabon, Nigeria, the Congo, Guinea, the Democratic Republic of the Congo, Mali, Mozambique and Namibia, as well as other African government officials and business leaders. The Summit discussions focused on improving health

care for women and children in Africa and highlighted the Secretary-General's "Every woman, every child" initiative, which aims to save the lives of 16 million women and children by 2015. The First Ladies called for definitive action steps and multi-stakeholder commitments which complement each nation's priorities and vision for a better future for women and children.

Investing in Africa

45. On 22 September 2013, the United Nations Office for Partnerships, in collaboration with the Office of the Permanent Observer of the African Union to the United Nations and Renaissance Capital, co-hosted a dinner with the theme "Investing in Africa". The event focused on the opportunity to contribute to Africa's economic development through long-term investments. The dinner brought together prominent global investors, representatives of several African Governments and the African Union, as well as the senior executive team of Renaissance Capital. The dinner fostered a discussion centred on African investment opportunities as a means of promoting sustainable development across the continent.

Government of Sharjah, United Arab Emirates

46. The United Nations Office for Partnerships facilitated a consultation between senior government and civil society officials from the emirate of Sharjah, in the United Arab Emirates, and a number of United Nations agencies and departments, including UNDP, the Department of Public Information and the United Nations Educational, Scientific and Cultural Organization. The meeting was held on 3 October 2013 and focused on exploring opportunities for collaboration.

2. United Nations system and other international organizations

Innovative solutions for sustainable development

47. The United Nations Office for Partnerships assisted the Economic and Social Council in co-hosting a special event on 24 April 2013 at the United Nations on "Partnering for innovative solutions to sustainable development". The objective of the conference was to facilitate a public-private dialogue around national and global strategies that support a culture of innovation, identify new innovations and trends that can accelerate achievement of the Millennium Development Goals and more widely address sustainable development challenges.

High-level dialogue on sustainable cities and transport

48. The United Nations Office for Partnerships assisted the Department of Economic and Social Affairs in planning a high-level dialogue on sustainable cities and transport convened in Berlin from 19 to 21 June 2013. The event provided a forum for urban transport experts, government policymakers, business executives, United Nations officials and non-governmental representatives to discuss implementation of decisions on sustainable cities and transport that were made at the United Nations Conference on Sustainable Development, held in Rio de Janeiro, Brazil, in June 2012. The Berlin dialogue focused on proven sustainable urban planning and transport policies and measures that have high potential for replication.

Millennium Development Goal success: accelerating action and partnering for impact

49. On 23 September 2013, the Secretary-General hosted a high-level forum to catalyse and accelerate further action to achieve the Millennium Development Goals and enrich the deliberations of the General Assembly on 24 and 25 September, and beyond. The United Nations Office for Partnerships played an integral role in the planning and logistical support of that important event.

50. The forum focused on concrete examples of scaling up success and identifying further opportunities. The event brought together examples from partnerships across the spectrum of the Millennium Development Goals and the Secretary-General's multi-stakeholder initiatives and movements, such as Every woman, every child, Sustainable Energy for All, Global Education First, Zero Hunger Challenge, the Scaling Up Nutrition movement, and the Call to Action on Sanitation.

51. Heads of State and Government, the President of the General Assembly, business chief executives, philanthropists and civil society leaders, as well as top United Nations and World Bank leaders presented their vision for matching ambitions with concrete mechanisms and resources.

Finding solutions for addressing sustainable development challenges

52. On 6 November 2013, the Economic and Social Council and the Second (Economic and Financial) Committee of the General Assembly convened a special joint meeting on the theme "Finding solutions for addressing sustainable development challenges and accelerating achievement of the Millennium Development Goals". The United Nations Office for Partnerships, in association with the consulting firm Deloitte, provided input and guidance to the secretariat of the Economic and Social Council on the framing of the meeting's objectives. The meeting highlighted potential solutions to development challenges from the perspective of the private sector, and also provided recommendations and policy alternatives to the international community on ways to move forward. The meeting gathered together senior officials from the United Nations and the private sector to engage in an interactive dialogue with Member States.

3. The private sector and civil society

International Women's Day forum: how economic empowerment strengthens business

53. On 8 March 2013, the Business Civic Leadership Center of the United States Chamber of Commerce and the United Nations Office for Partnerships co-hosted this annual forum on the occasion of International Women's Day at the Ford Foundation headquarters. The forum brought together business and civil society leaders committed to the economic empowerment of women and explored the influential role women play in the global business value chain. The forum presentations highlighted how companies and their partners are working to catalyse the economic empowerment of women in global markets.

Ethanol cookstoves and fuel supply in Haiti

54. On 4 April 2013, the Public-Private Alliance Foundation, in collaboration with the United Nations Office for Partnerships, Path to Haiti Business Consulting LLC

and other partners, convened a meeting at the United Nations in support of the Global Alliance for Clean Cookstoves. The consultation brought together a wide range of actors to advance the expansion of the project supporting the commercialization of ethanol cookstoves and fuel supply in Haiti and to promote the benefits and possibilities of ethanol cookstoves in other countries.

Social Innovation Summit 2013

55. On 29 and 30 May 2013, the United Nations Office for Partnerships co-hosted, in partnership with Landmark Ventures, the Social Innovation Summit. The Summit aimed to connect and inspire networks of global leaders to discuss strategies and business innovations creating social transformation across the corporate, investment, government and non-profit sectors. Participants included private sector executives, venture capitalists, government leaders, foundation officials, United Nations officials, and social entrepreneurs keen to analyse innovative approaches for problem-solving, and build lasting partnerships that aim to maximize social impact.

Forbes 400 Philanthropy Summit

56. On 5 June 2013, in partnership with Forbes Magazine and the United Nations Foundation, the United Nations Office for Partnerships co-hosted the Forbes 400 Philanthropy Summit at the United Nations. The participants, who included entrepreneurs, philanthropists and representatives of Member States, discussed how market-based solutions can contribute to the advancement of global development challenges and encourage stronger engagement of private philanthropists in supporting public initiatives. The Secretary-General delivered opening remarks. The participants also included Bill Gates, Bono and Warren Buffett, who discussed how they use their wealth and entrepreneurial skills to eradicate poverty. To honour this event, Forbes Special Philanthropy Issue was released on 2 December 2013.

Changing lives through mobile: innovation in emerging markets

57. The United Nations Office for Partnerships co-hosted a conference on the theme "Changing lives through mobile: innovation in emerging markets" on 21 June 2013 at the United Nations. Mobile learning has gained increasing momentum in the past few years as successful business models have been created around the world. The Conference gathered telecommunications industry representatives, non-governmental organizations involved in mobile learning and government officials representing emerging markets to showcase several leading mobile for development initiatives being implemented by or with telecommunications operators. The aim of the event was to present the opportunities and challenges for development in the following tracks: health; women's empowerment; skills training and entrepreneurship; youth and employment; and mobile money.

TEDxUNPlaza

58. On 16 September 2013, the United Nations Office for Partnerships, the Department of Economic and Social Affairs and others co-hosted the TEDxUNPlaza conference on the theme "BRAVE: United in Action" at United Nations Headquarters. The event featured engaging talks by thought leaders and change makers in various fields of global affairs, including technology, medicine and entertainment. The goal of the event was to showcase innovative, multidisciplinary solutions to complex issues in a manner that is accessible to the global public.

China on the world stage

59. On 20 September 2013, the United Nations Office for Partnerships, the China Foundation for Global Partnership and the China New Entrepreneur Development Programme jointly convened a luncheon discussion at United Nations Headquarters with the theme "China on the world stage: building partnerships for a better world". The event aimed to foster dialogue, promote understanding and explore opportunities for building alliances between the United Nations and Chinese business leaders.

Blouin Creative Leadership Summit

60. From 23 to 25 September 2013, the Louise Blouin Foundation and the United Nations Office for Partnerships co-hosted the eighth annual Blouin Creative Leadership Summit at the Metropolitan Club in New York City. The Summit is a think-tank style forum, established in 2006, that encourages a shared knowledge of culture, technology and a collective confrontation of challenges posed by poverty, conflict and economic instability. The 2013 Summit discussions brought together Nobel laureates and leaders in the fields of diplomacy, the media, the arts, technology, culture and business. For the first time, the Summit introduced a third day of conversations focused solely on the arts and culture.

IV. Conclusions

61. The historic philanthropic contribution of Ted Turner through the United Nations Foundation and the United Nations Fund for International Partnerships has greatly increased interest on the part of non-State actors, including foundations and private companies, in engaging with the United Nations.

62. Beyond its grant-making role, the United Nations Foundation is having significant impacts throughout the United Nations system. The evolved mission and approach was demonstrated by the Foundation's leadership initiatives and campaigns for United Nations causes in a number of ways during 2013, as reflected in the earlier sections of this report. The existing relationship agreement between the United Nations and the United Nations Foundation, as originally drawn up in 1998 and subsequently renewed in 2007, is currently being reviewed and amended to ensure that it reflects the evolution of the Foundation's collaboration with the United Nations.

63. The United Nations Democracy Fund is now eight years old and has proved to be an excellent initiative by the General Assembly. It has successfully complemented the work of many United Nations agencies that concentrate on the "supply" side of democratic institutions by focusing on the "demand" side through grants to local civil society organizations. With more than 500 projects funded in over 100 countries, and more than 2,000 project proposals received in 2013 for the 2014 round of funding, the Fund has become a critically important resource for civil society in Africa, the Arab States, Asia, Eastern Europe and Latin America.

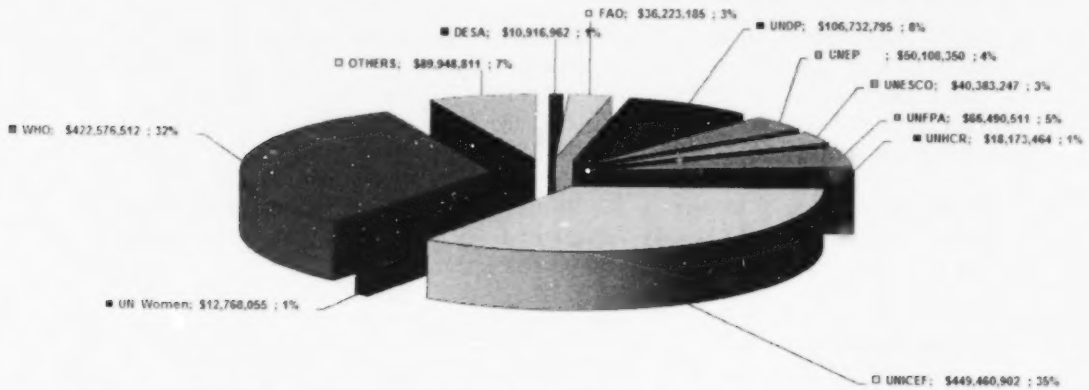
64. While the operations of UNFIP and the United Nations Democracy Fund remain the core work of the United Nations Office for Partnerships, the Office has continued to host high-impact events and innovative forums and provide advisory services to a wide range of Member States as well as non-State actors who seek to partner with the United Nations system.

Annex I

United Nations Fund for International Partnerships: distribution of funds and projects

A. Cumulative allocations provided by the United Nations Foundation, 1998-2013, distributed by implementing partners

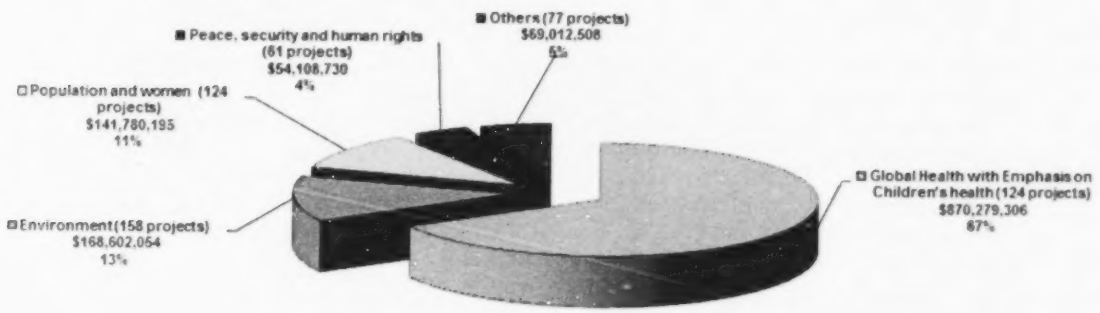
($1,303,782,793)



Abbreviations: DESA, Department of Economic and Social Affairs; FAO, Food and Agriculture Organization of the United Nations; UNDP, United Nations Development Programme; UNEP, United Nations Environment Programme; UNESCO, United Nations Educational, Scientific and Cultural Organization; UNFPA, United Nations Population Fund; UNHCR, Office of the United Nations High Commissioner for Refugees; UNICEF, United Nations Children's Fund; UN-Women, United Nations Entity for Gender Equality and the Empowerment of Women; WHO, World Health Organization.

B. Thematic distribution of projects approved by the United Nations Foundation, 1998-2013

($1,303,782,793)


Peace, security and human rights (61 projects) $54,108,730 4%
Others (77 projects) $69,012,508 5%
Population and women (124 projects) $141,780,195 11%
Environment (158 projects) $168,602,054 13%
Global Health with Emphasis on Children's health (124 projects) $870,279,306 67%

Annex II

Projects approved by the United Nations Foundation in 2013 and in prior years, by programme area

(United States dollars)

	1998-2012		*2013*		*1998-2013*	
Programme area	*Number of projects*	*Value*	*Number of projects*	*Value*	*Number of projects*	*Value*
Global health with emphasis on children's health	122	818 204 426	2	52 074 880	124	870 279 306
Environment	158	166 602 054	0	–	158	168 602 054
Population and women	122	141 063 855	2	716 340	124	141 780 195
Peace, security and human rights	61	54 108 730	–	–	61	54 108 730
Other	74	68 826 796	3	185 712	77	69 012 508
Total	**537**	**1 250 805 861**	**7**	**52 976 932**	**544**	**1 303 782 793**

Annex III

Composition of the Advisory Board of the United Nations Fund for International Partnerships in 2013

Mr. Jan Eliasson, Deputy Secretary-General (Chair)

Mr. Waruna Sri Dhanapala, Vice-Chair of the Second Committee of the General Assembly

Ambassador Martin Sajdik, Vice-President, Economic and Social Council

Ms. Susan M. Davis, President and Chief Executive Officer, BRAC USA

Ms. Kati Marton, author, reporter and human rights advocate

Mr. Bruce Usher, Faculty Director, Social Enterprise Program, Columbia Business School

Mr. Yukio Takasu, Under-Secretary-General for Management

Mr. Wu Hongbo, Under-Secretary-General for Economic and Social Affairs

Mr. Roland Rich (member, ex officio), Officer-in-Charge, United Nations Office for Partnerships

Annex IV

Financial contributions to the United Nations Democracy Fund, by donor, as at 31 December 2013

(United States dollars)

Donor	*Cumulative contribution*
Argentina	10 000
Australia	9 212 424
Bulgaria	10 000
Chile	310 000
Croatia	71 000
Cyprus	5 000
Czech Republic	195 780
Denmark	265 018
Ecuador	5 000
Estonia	10 395
France	4 793 716
Georgia	24 943
Germany	13 878 088
Hungary	75 000
India	31 562 543
Iraq	5 000
Ireland	658 724
Israel	57 500
Italy	2 947 800
Japan	10 000 000
Latvia	5 000
Lithuania	49 332
Madagascar	5 000
Mongolia	10 000
Morocco	5 000
Panama	22 000
Peru	55 000
Poland	518 014
Portugal	150 000
Qatar	10 000 000
Republic of Korea	1 000 000
Romania	422 860
Senegal	100 000
Slovenia	127 924
Spain	5 023 548

Donor	*Cumulative contribution*
Sri Lanka	5 000
Sweden	13 946 073
Turkey	205 000
United Kingdom	609 350
United States of America	47 676 000
Other	2 230
Total	**154 035 262**

Annex V

Composition of the Advisory Board of the United Nations Democracy Fund in 2013

Member States

Australia

France

Germany

India

Jamaica

Lithuania

Spain

Sweden

Timor-Leste

Tunisia

United Republic of Tanzania

United States of America

Uruguay

Non-governmental organizations

Women's Environment and Development Organization

Third World Network

Individuals

Mr. Michael Doyle, Harold Brown Professor of International Affairs, Law, and Political Science, Columbia University

Ms. Shazia Rafi, Secretary-General of Parliamentarians for Global Action

Mr. Jeffrey Wright, Chairman of Taia Peace Foundation, Sierra Leone